

FIGURE 1

rCommerce Overview

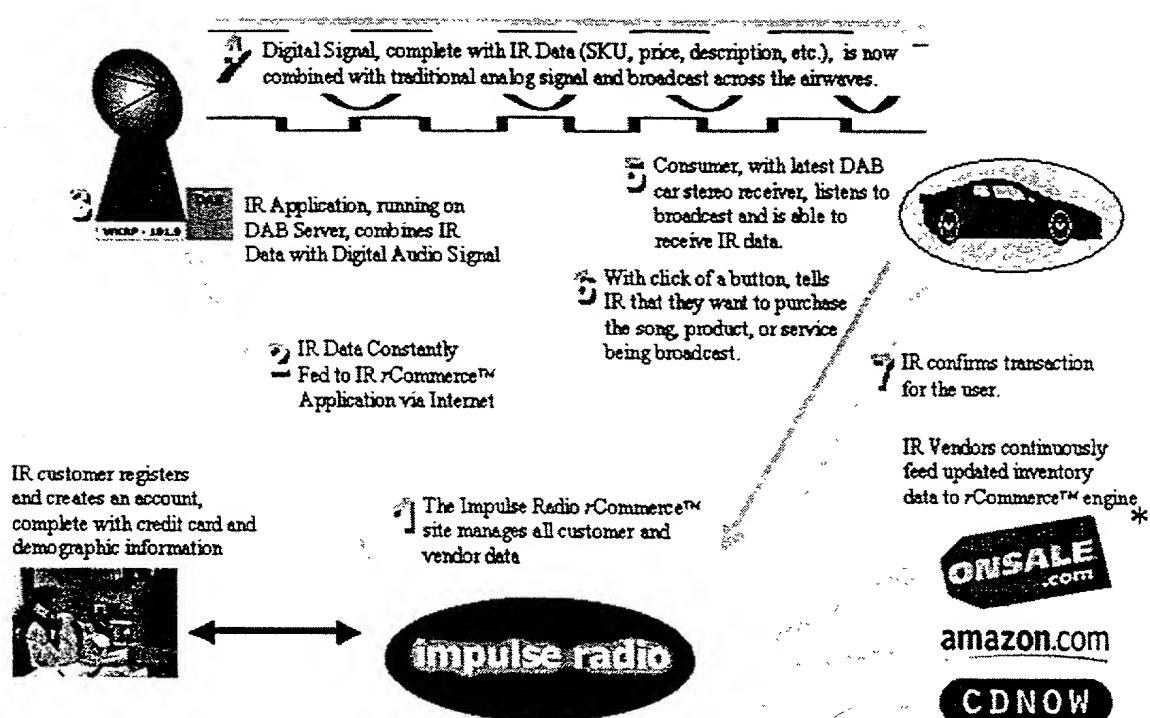
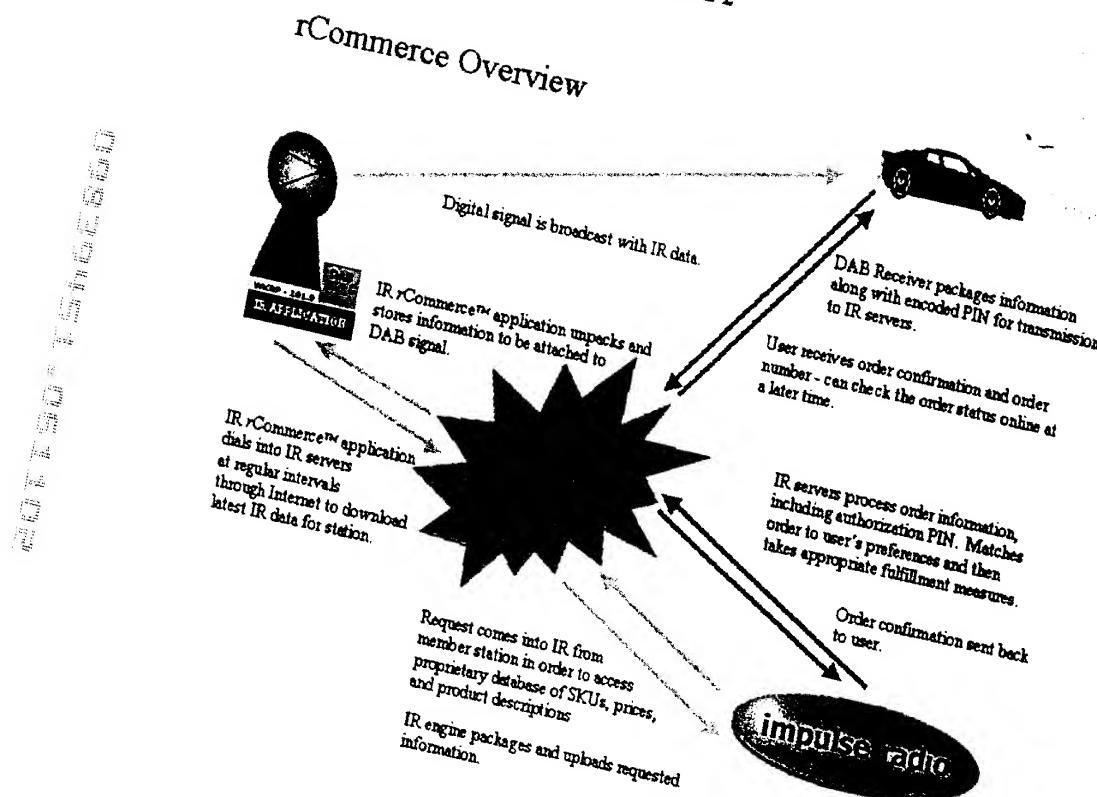


FIGURE 2



<!ELEMENT AudioSpace (DigitalCopySet+) >

<!ELEMENT DigitalCopy (Display | DisplayCode | bg | layout | timeLength)* >

<!ATTLIST DigitalCopy id (100097 | 100099 | 100101) #REQUIRED >

<!ATTLIST DigitalCopy name (adline0 | adline1 | adline2 | adline3) #REQUIRED >

<!ELEMENT DigitalCopySet (name, DigitalCopy+) >

<!ATTLIST DigitalCopySet frame NMTOKEN #REQUIRED >

<!ELEMENT Display (img | text)* >

<!ELEMENT DisplayCode (#PCDATA) >

<!ATTLIST DisplayCode type CDATA #FIXED "text/html" >

<!ELEMENT bg EMPTY >

<!ATTLIST bg color (000069 | 000099) #REQUIRED >

<!ELEMENT img (src) >

<!ELEMENT layout EMPTY >

<!ATTLIST layout halign NMTOKEN #FIXED "center" >

<!ATTLIST layout valign (center | top) #REQUIRED >

<!ELEMENT name (#PCDATA) >

<!ELEMENT src (#PCDATA) >

<!ELEMENT text (#PCDATA) >

<!ATTLIST text color NMTOKEN #REQUIRED >

<!ATTLIST text font NMTOKEN #FIXED "SansSerif" >

<!ATTLIST text size NMTOKEN #REQUIRED >

<!ELEMENT timeLength (#PCDATA) >

FIGURE 3

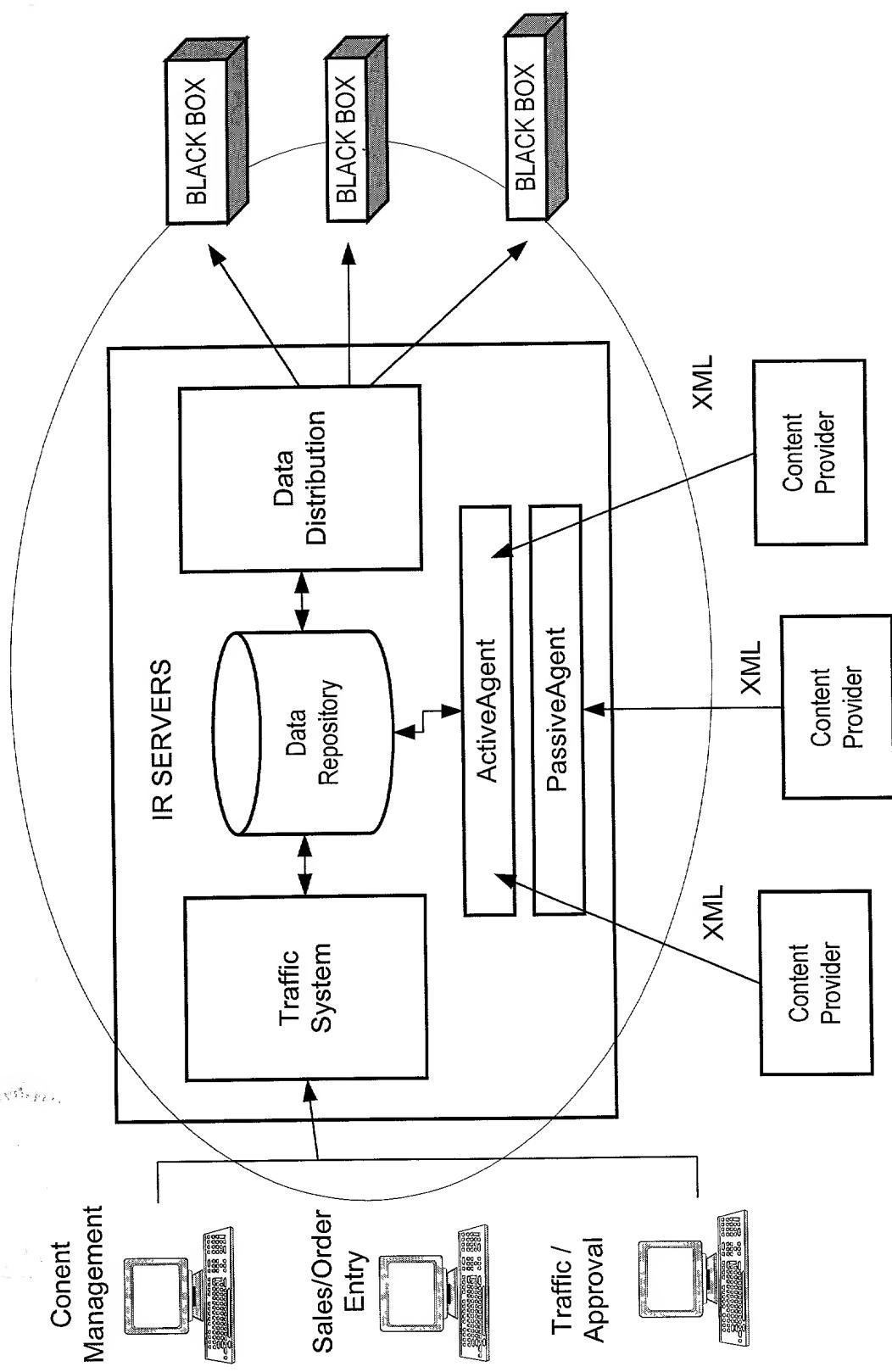


FIG. 4

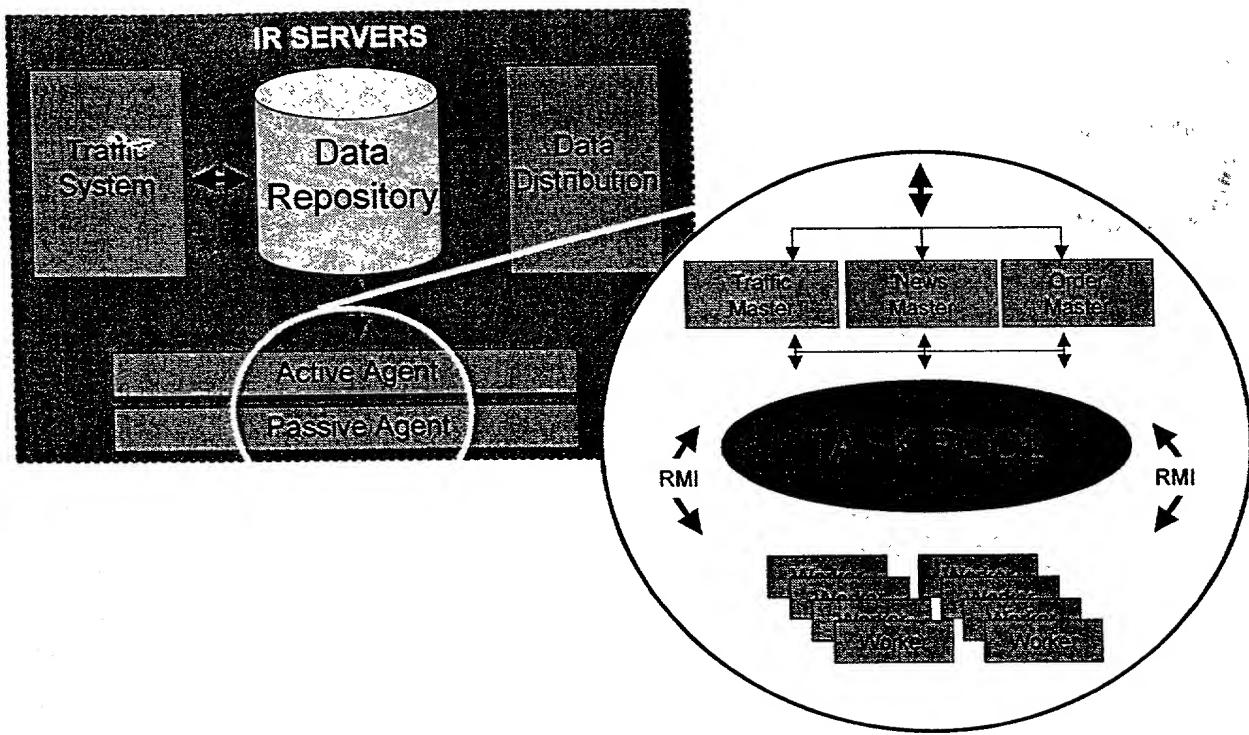


FIGURE 5

Data Transfer

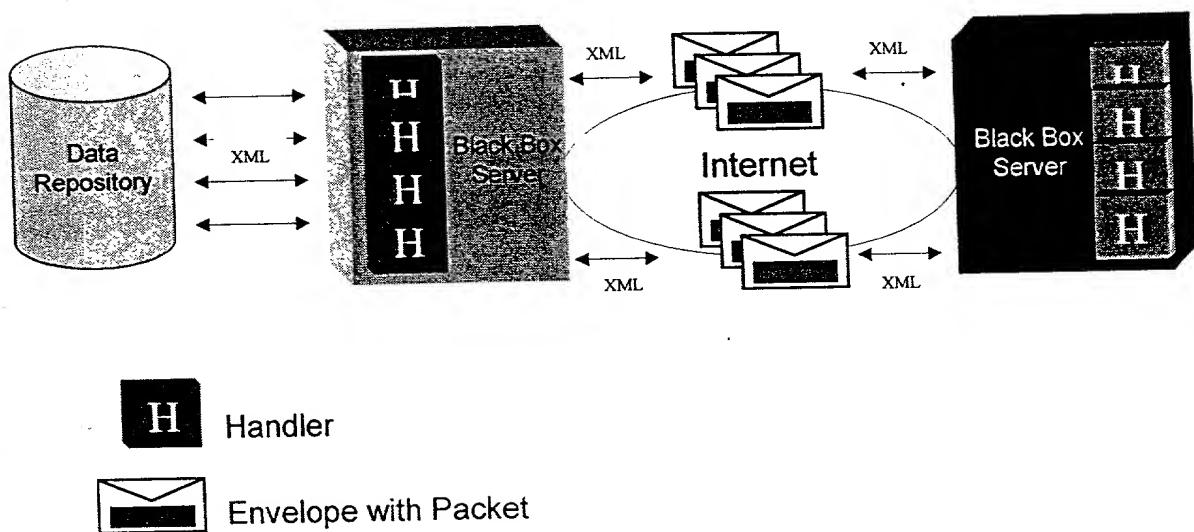


FIGURE 6

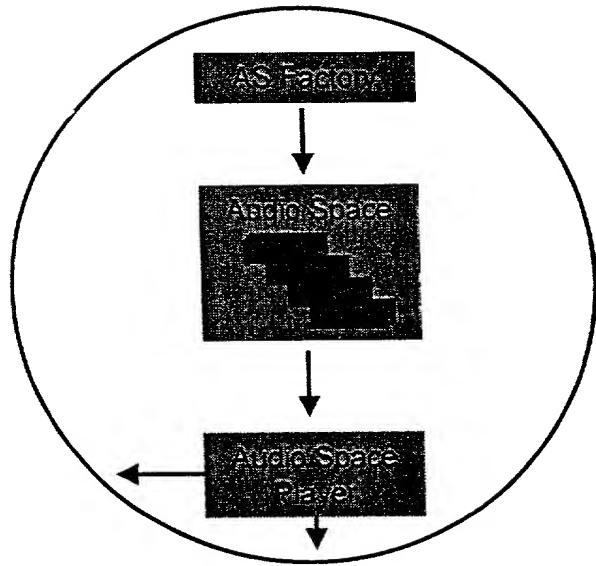
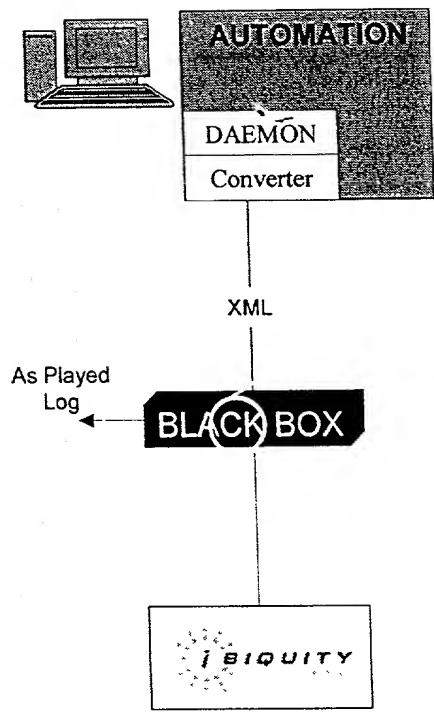


FIGURE 7

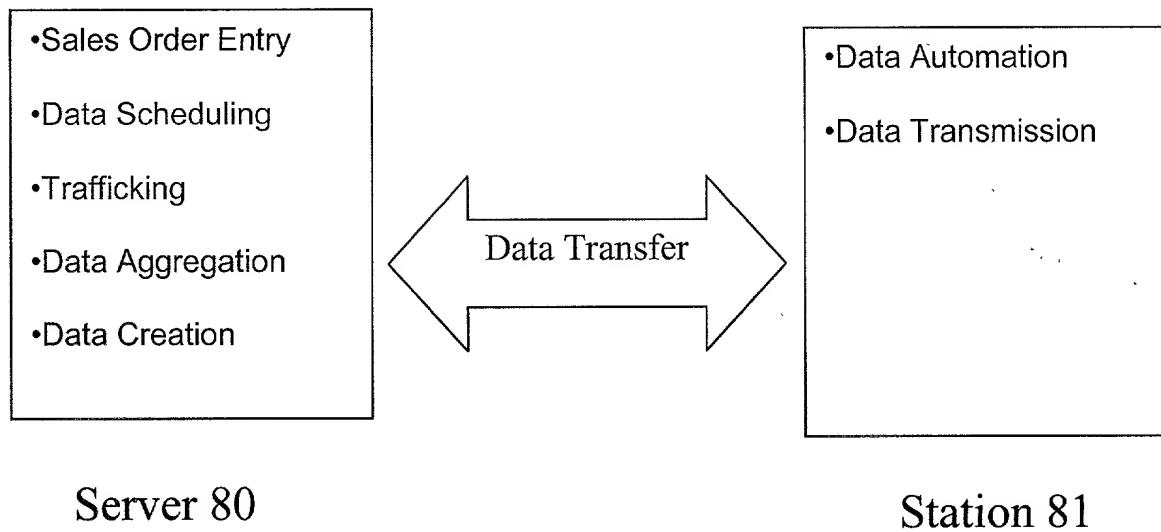


FIG. 8

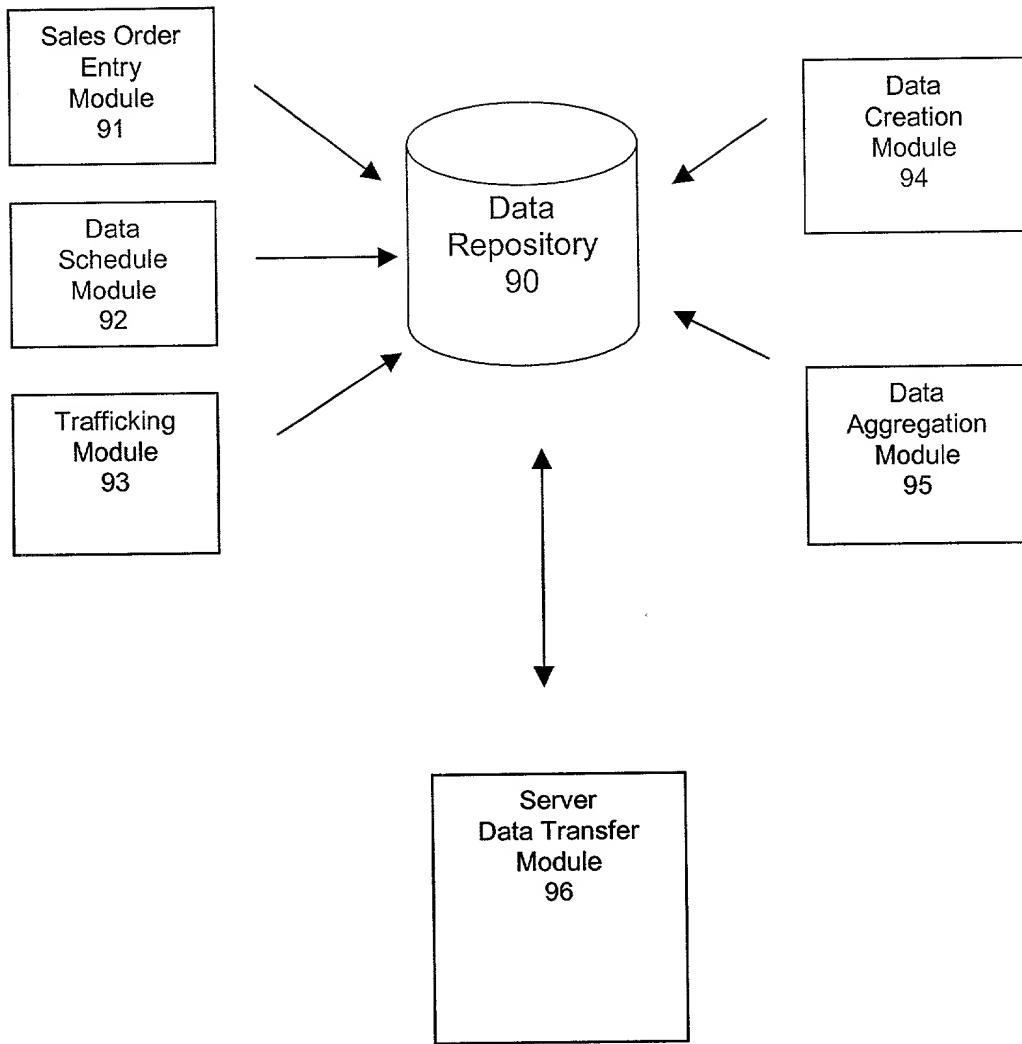


FIG. 9

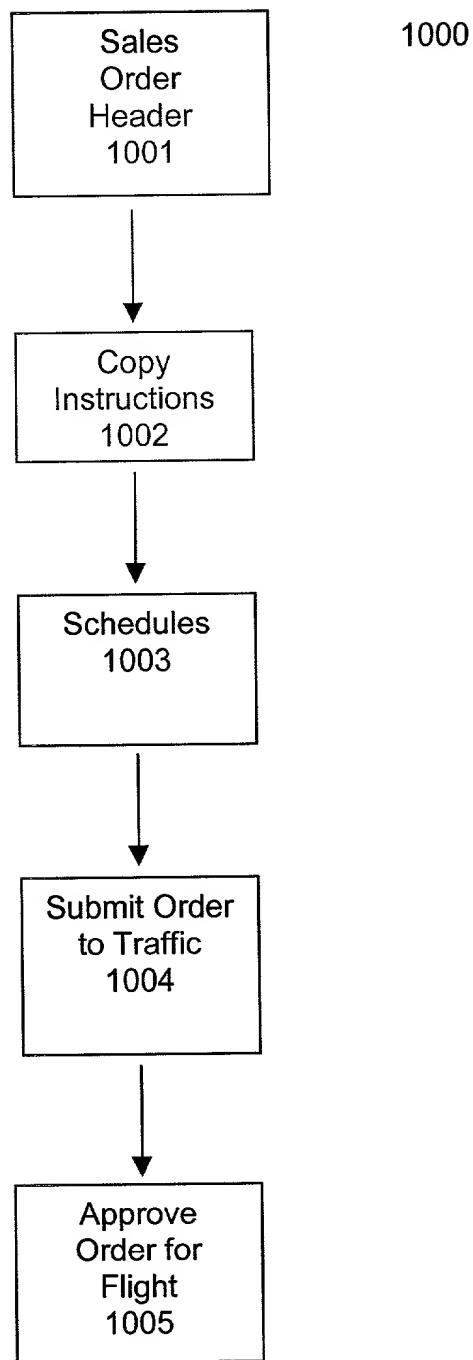


FIG. 10A

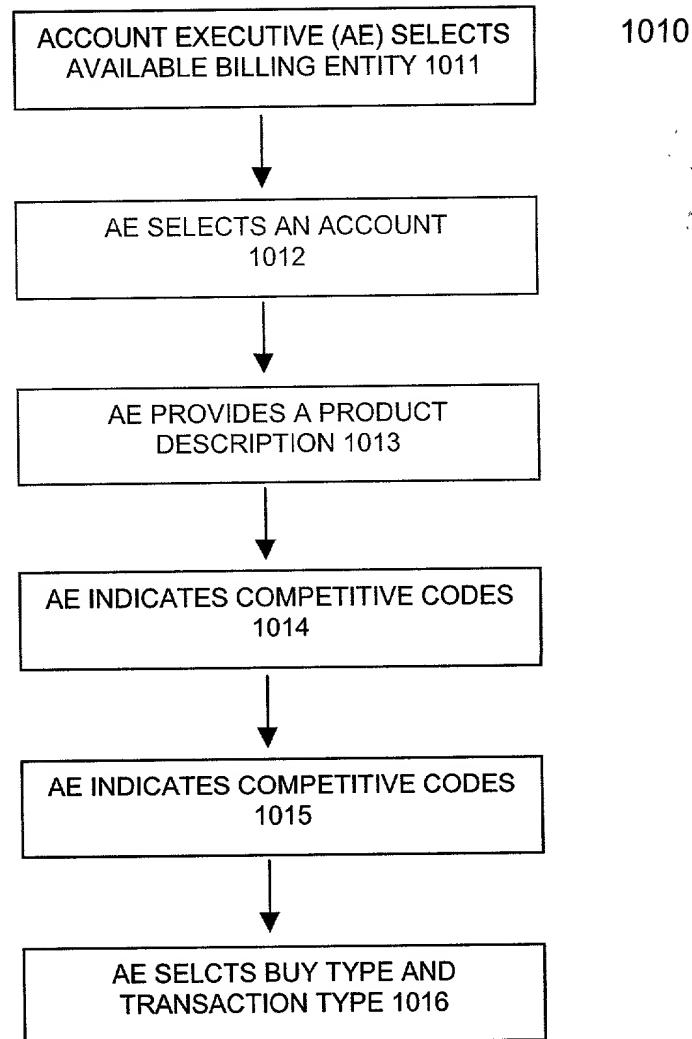


FIG. 10B

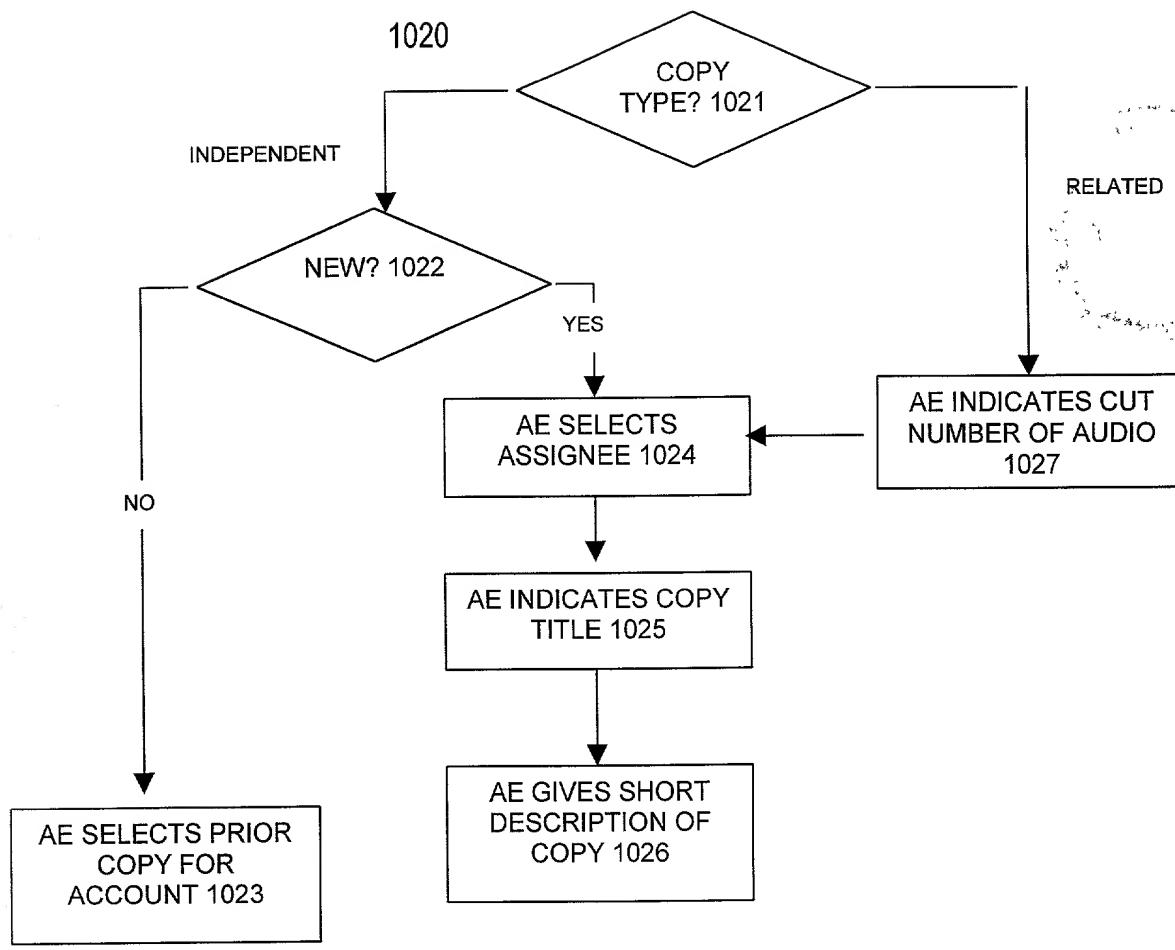


FIG. 10C

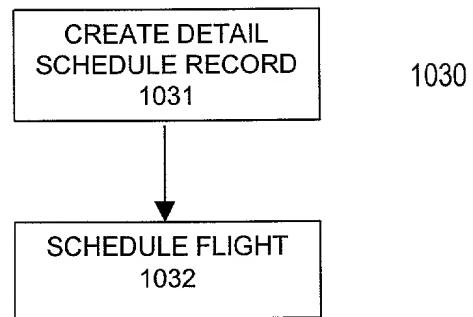


FIG. 10D

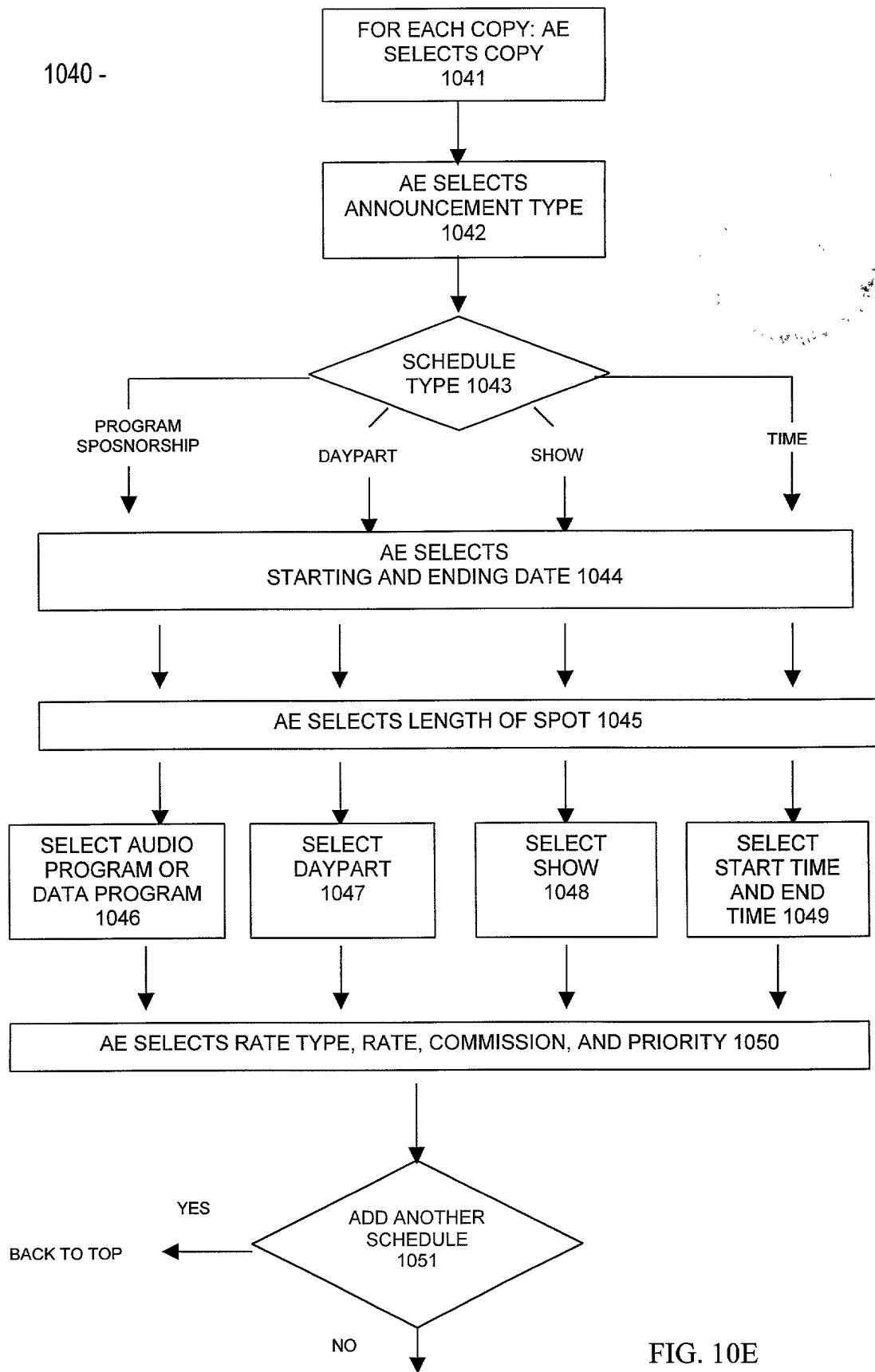


FIG. 10E

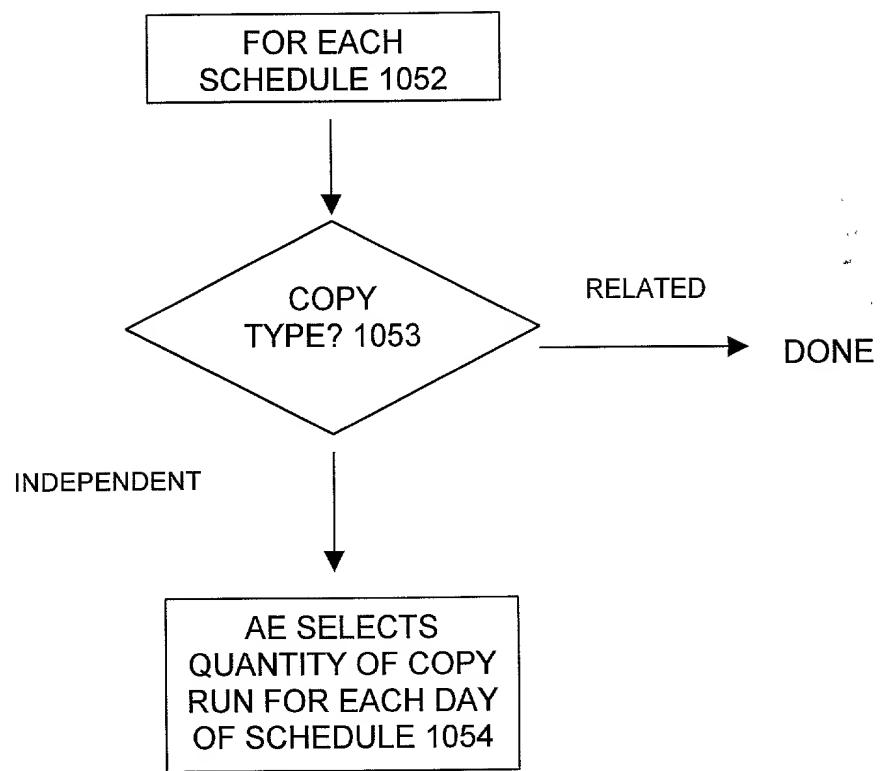


FIG. 10F

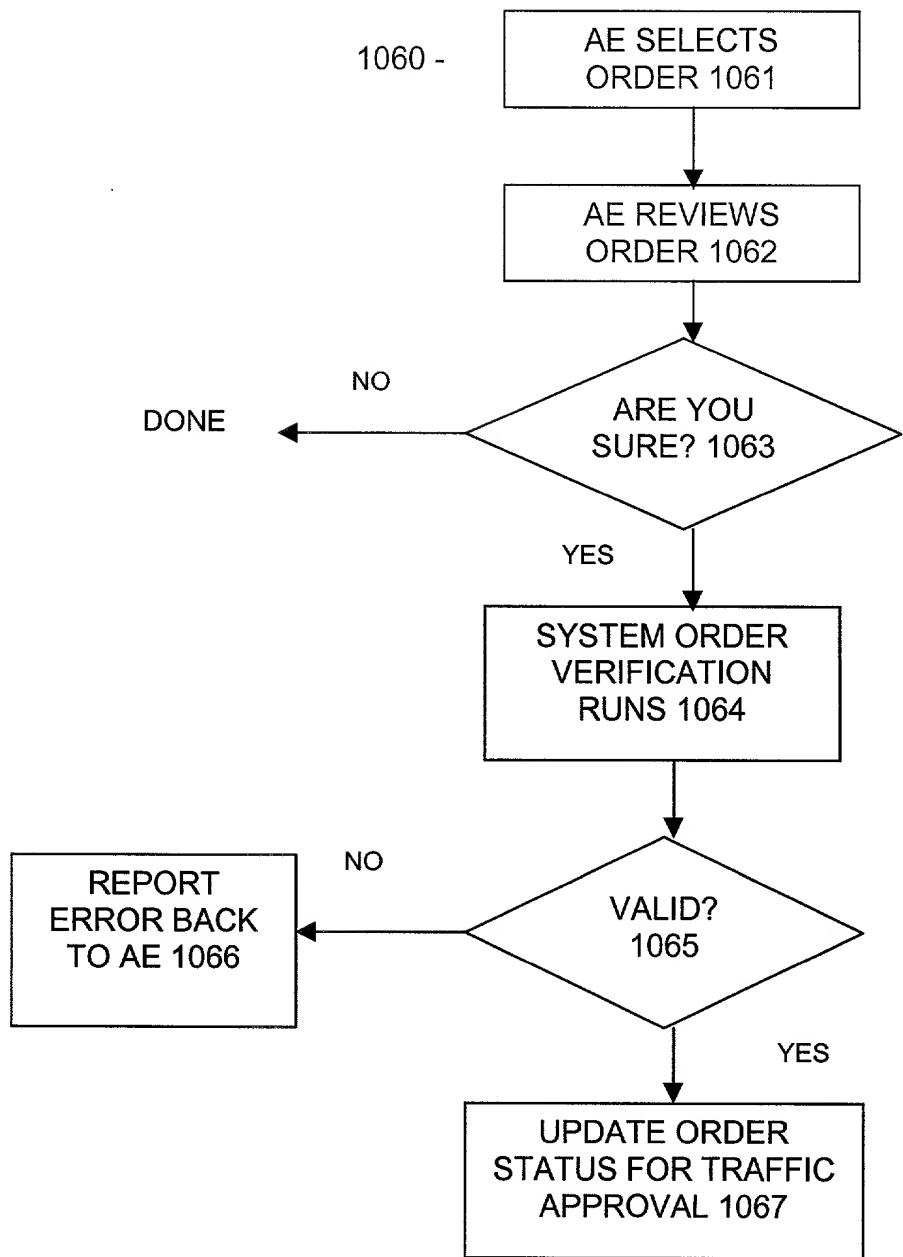


FIG. 10G

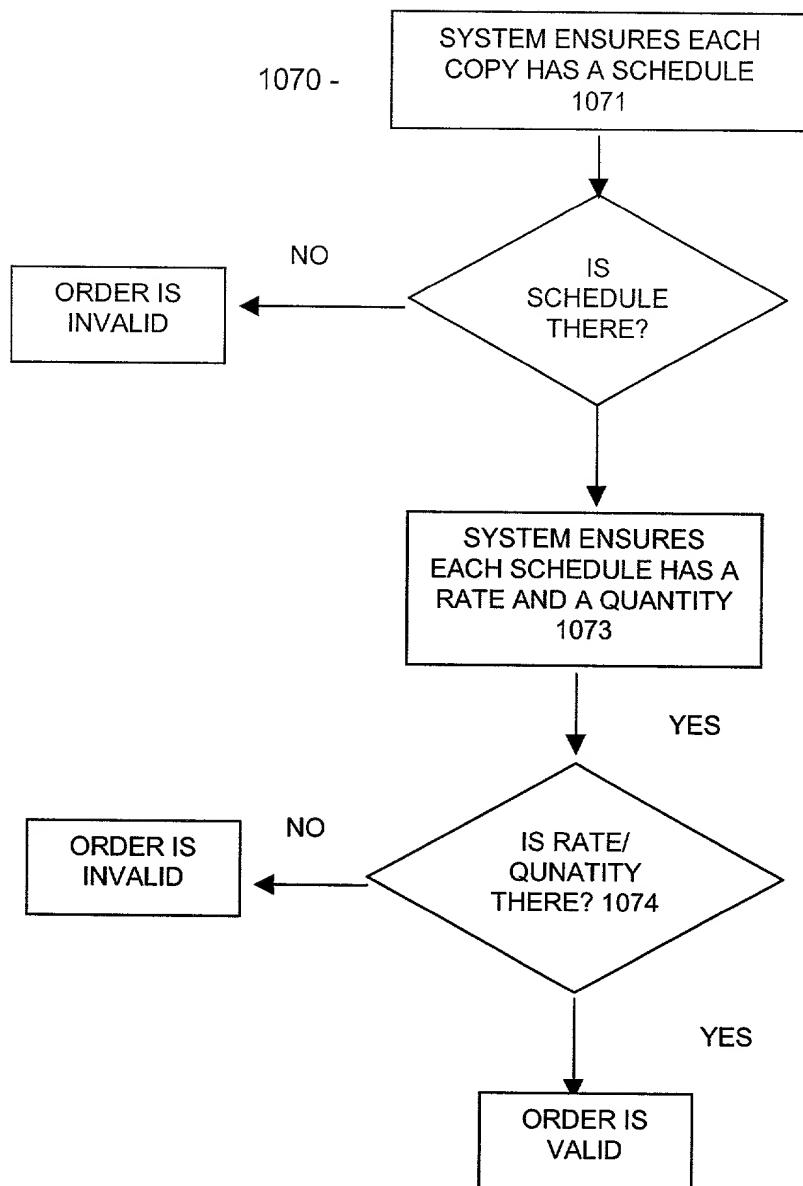


FIG. 10H

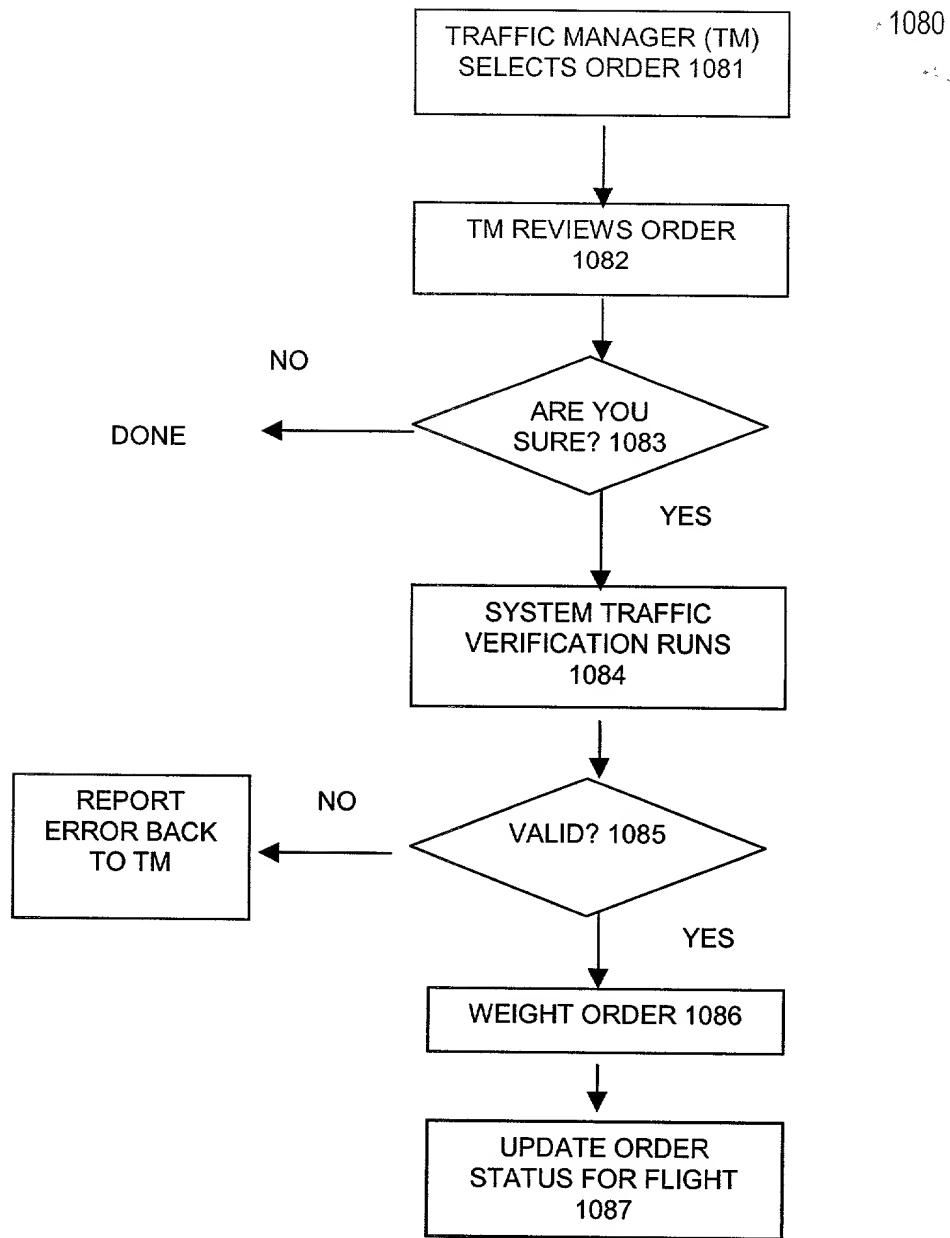


FIG. 10I

1090

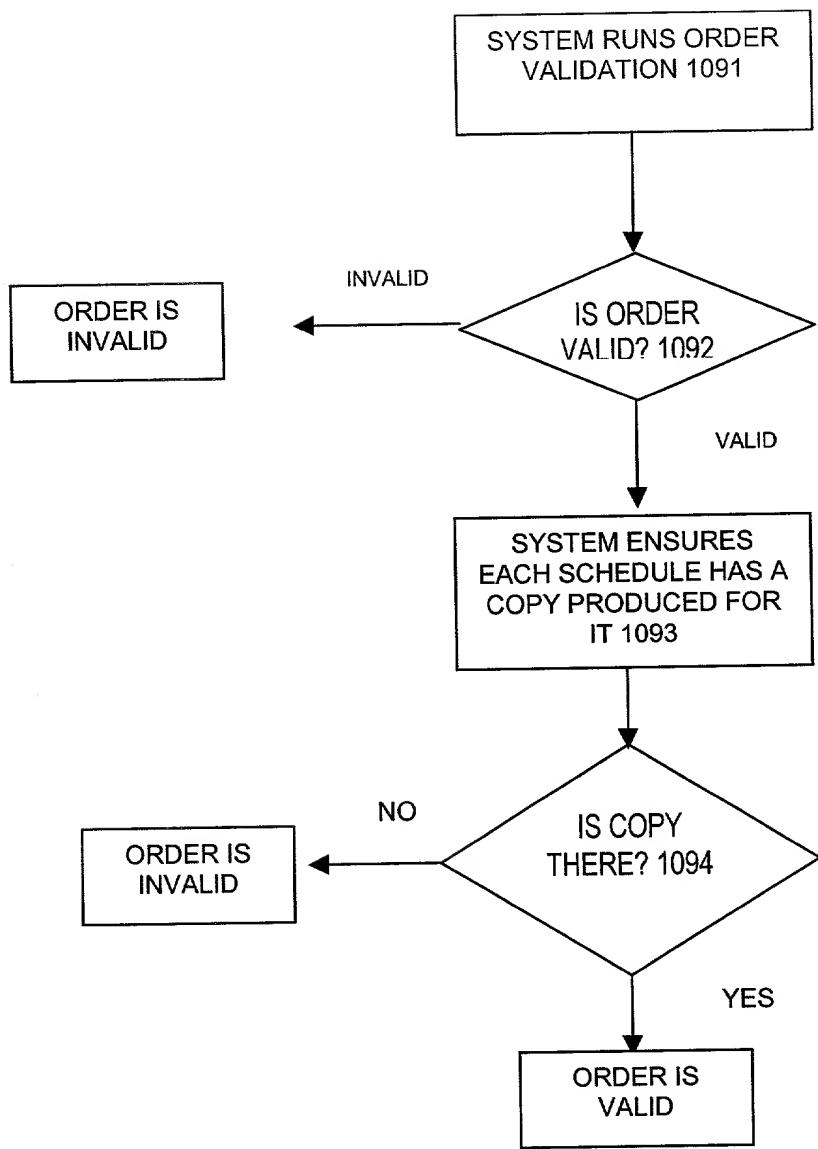


FIG. 10J

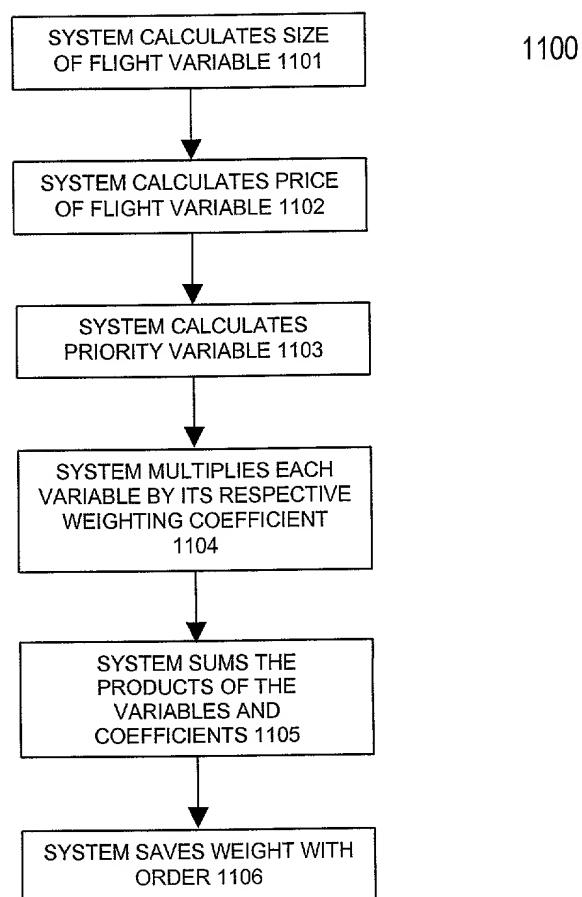


FIG. 10K

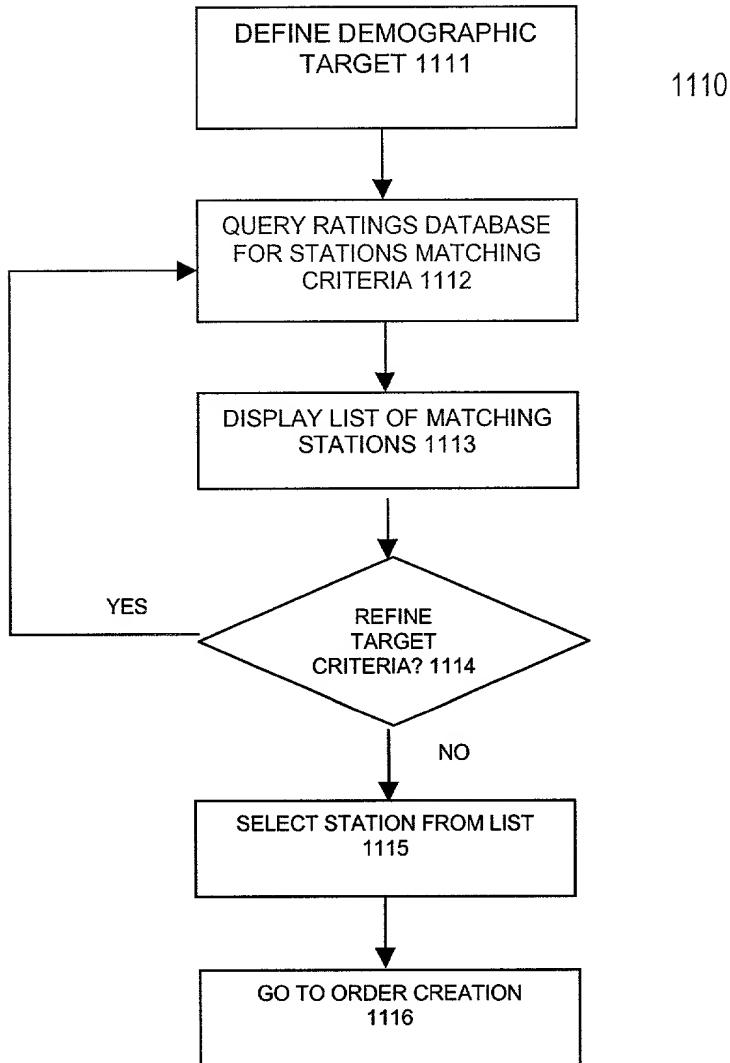


FIG. 10L

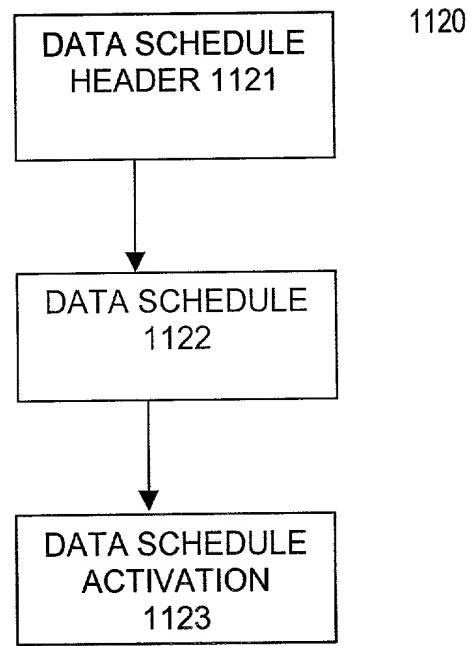


FIG. 11A

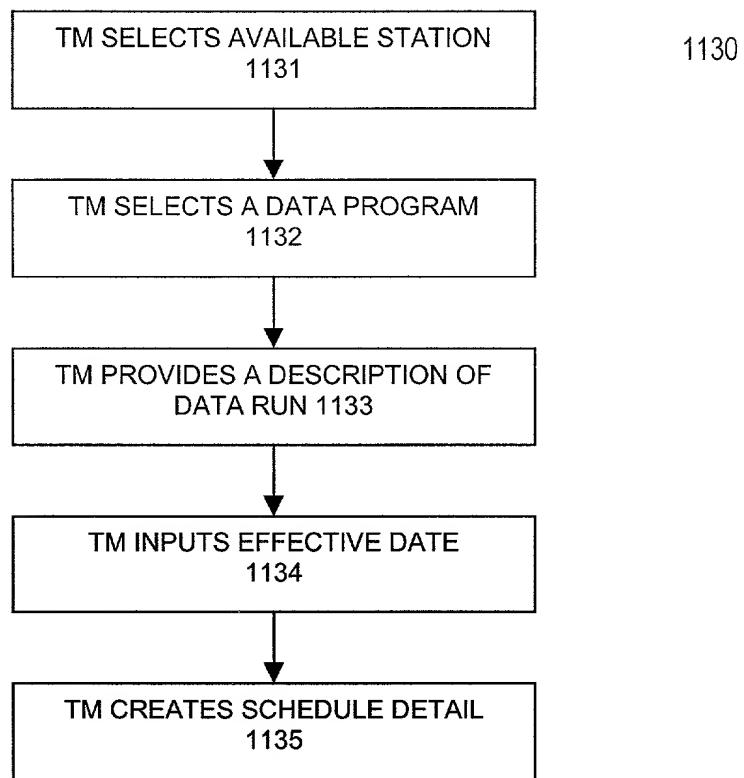


FIG. 11B

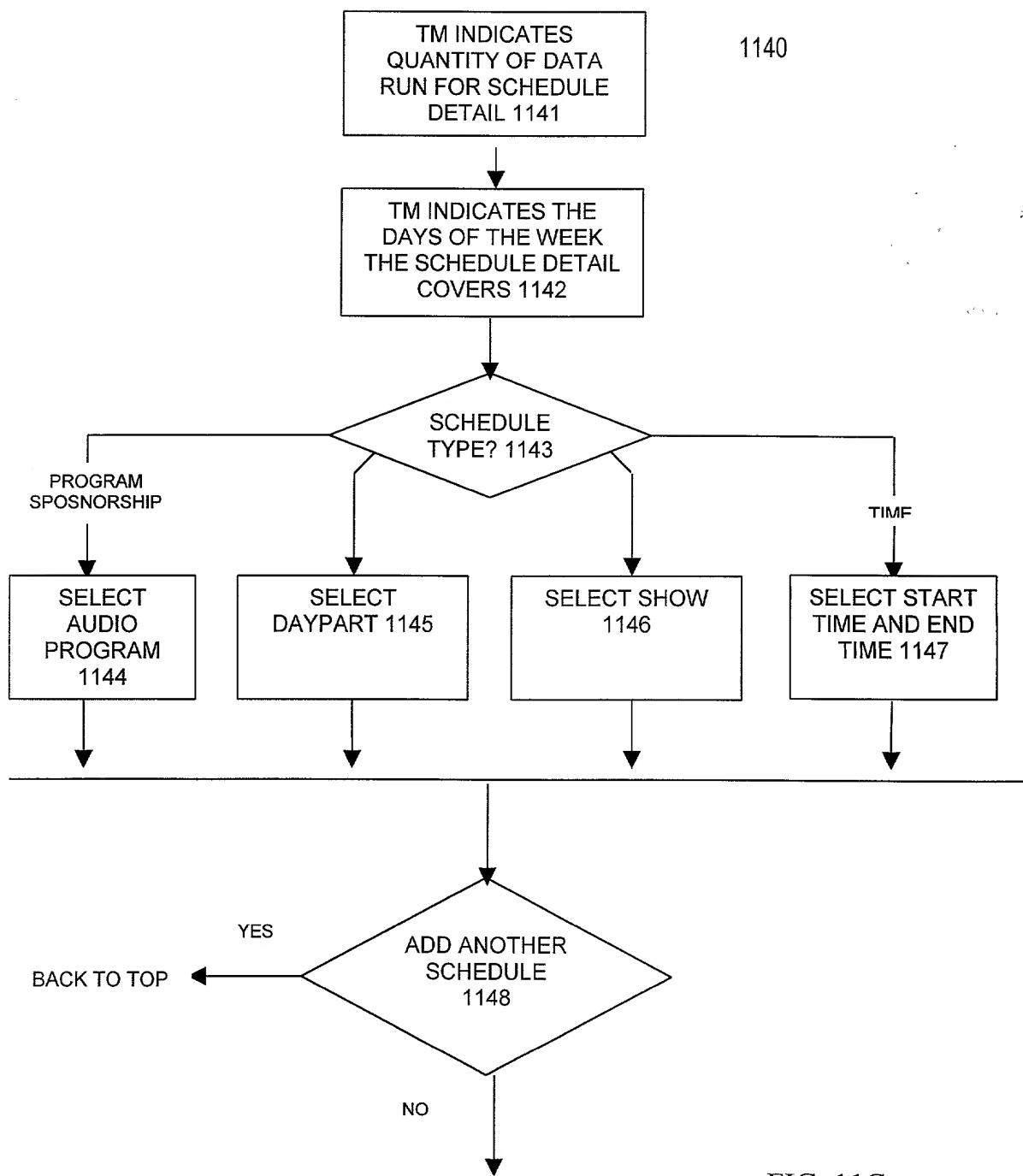


FIG. 11C

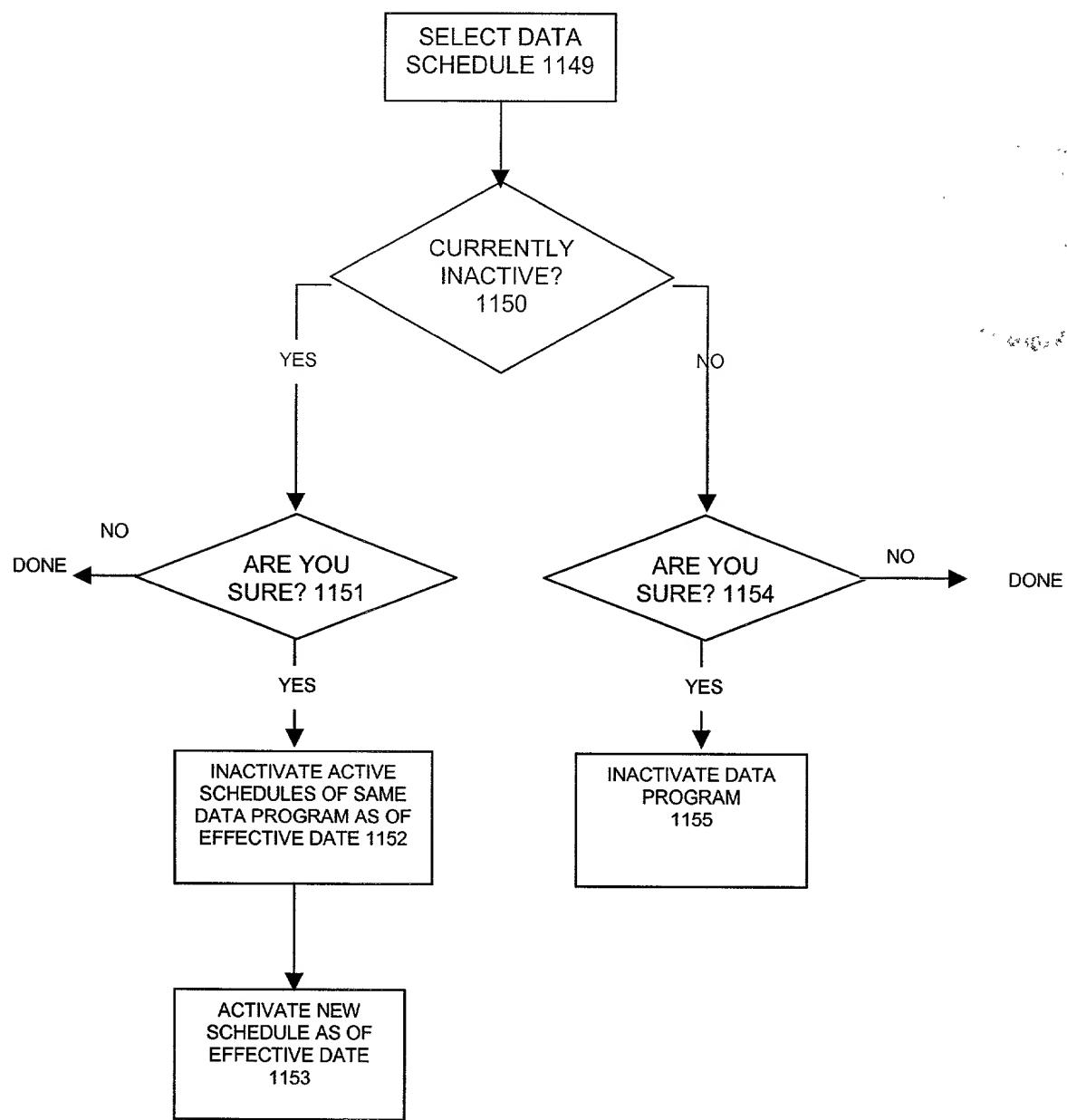


FIG. 11D

AudioCopyPool_id	Order_Detail_ID	AudCopyPool_StartMillis	AudCopyPool_Endmillis	StationCodeMap_StationCutID	AudioFrame_id
142784	144310	9.89993E+11	9.90058E+11		5
142783	144309	9.90079E+11	9.90144E+11		5
142782	144308	9.90166E+11	9.9023E+11		5
142781	144307	9.90252E+11	9.90317E+11		5
142780	144306	9.90338E+11	9.90403E+11		5
142779	144305	9.90425E+11	9.9049E+11		5
142778	144304	9.90598E+11	9.90662E+11		5
142777	144303	9.90684E+11	9.90749E+11		5
142776	144302	9.9077E+11	9.90835E+11		5
142775	144301	9.90857E+11	9.90922E+11		5
142774	144300	9.90943E+11	9.91008E+11		5
142773	144299	9.9103E+11	9.91094E+11		5
142772	144298	9.91116E+11	9.91181E+11		5
142771	144297	9.91202E+11	9.91267E+11		5

FIG. 11E1

FIG. 11E2

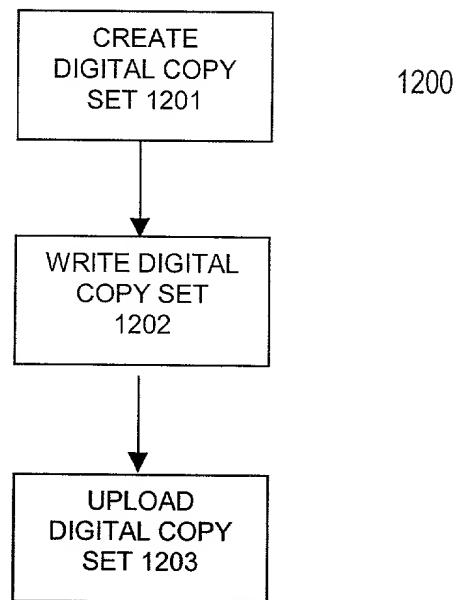


FIG. 12A

1210

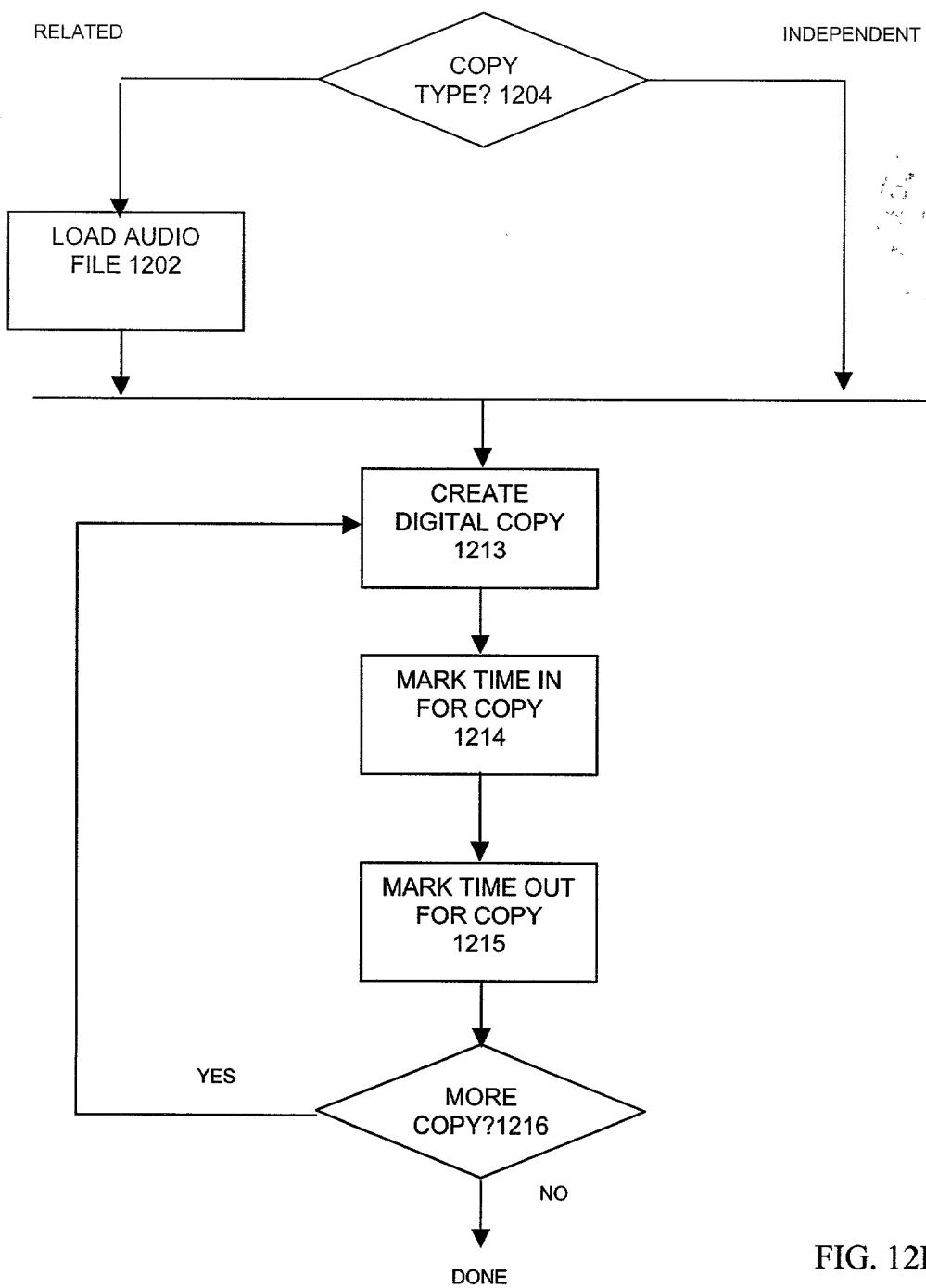


FIG. 12B

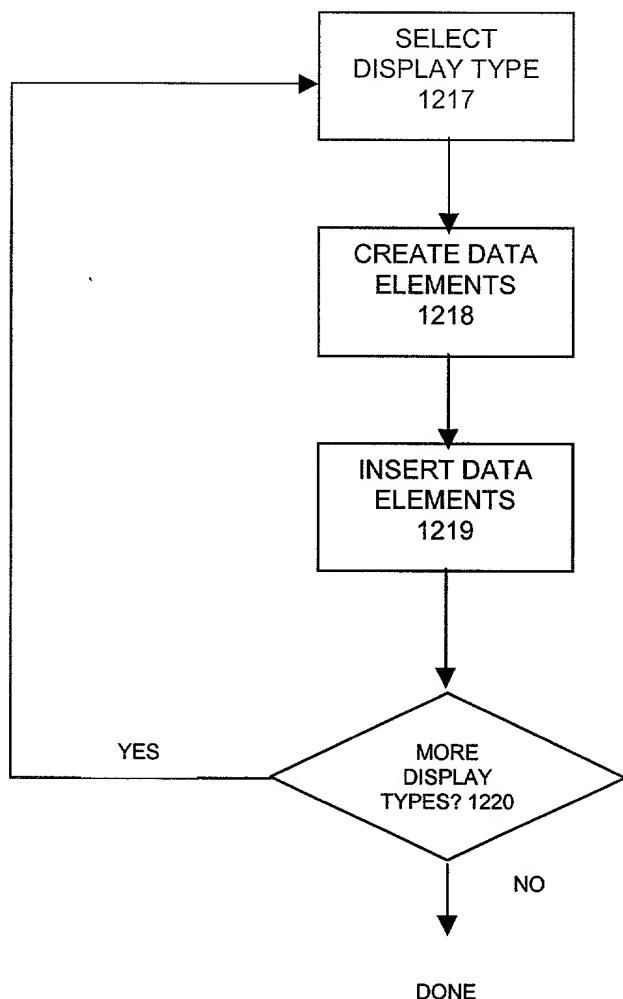


FIG. 12C

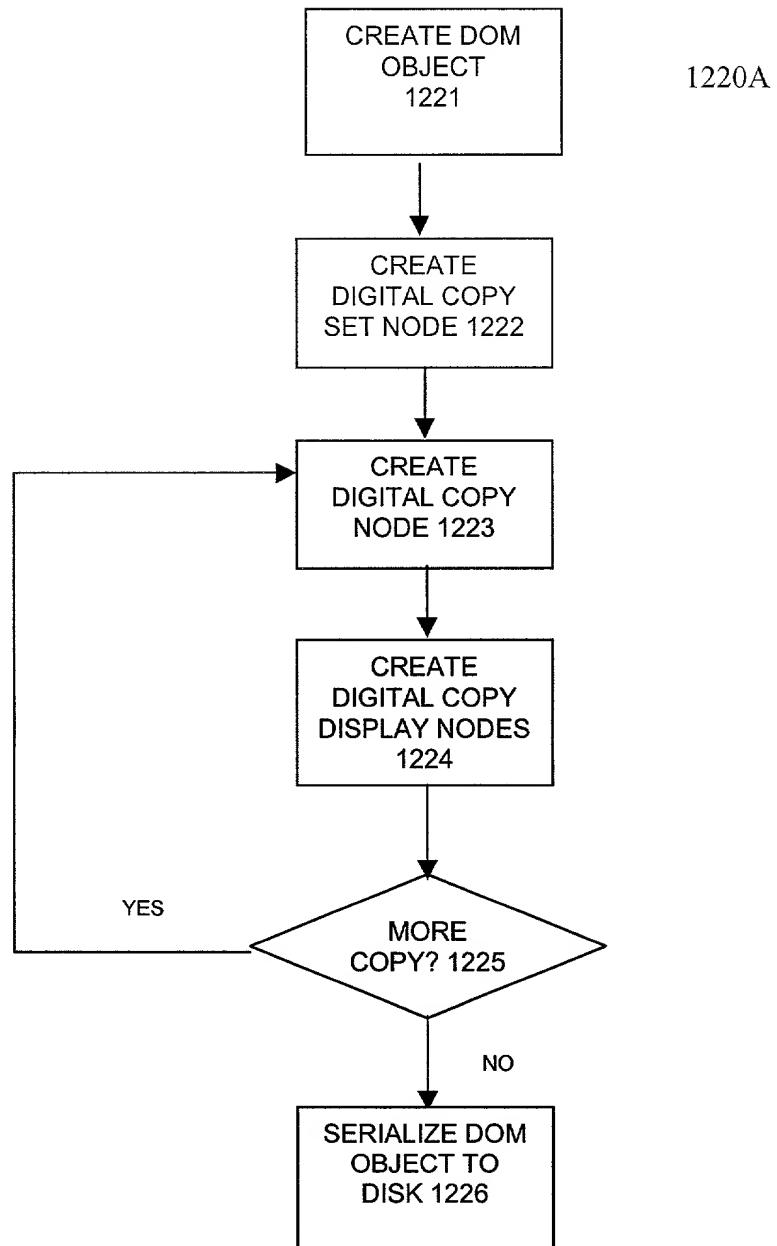


FIG. 12D

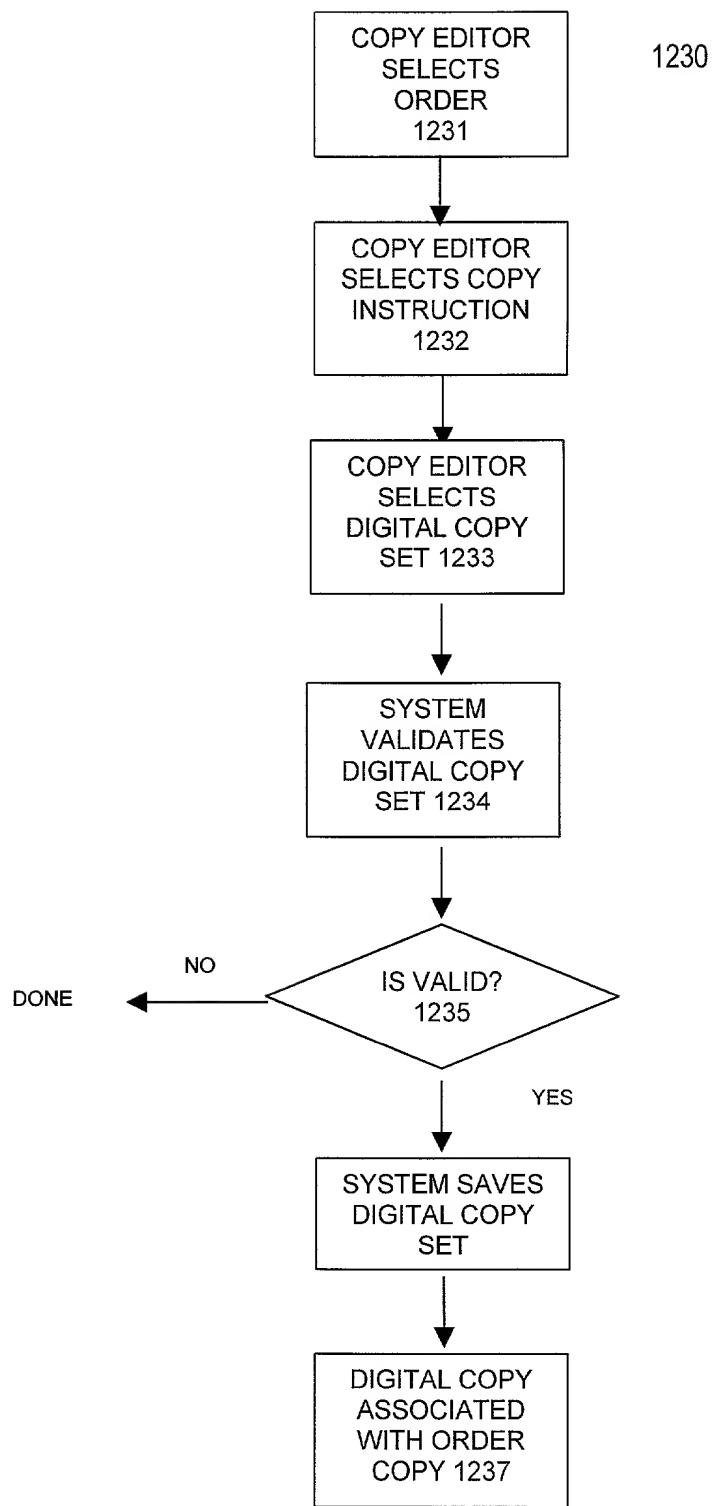
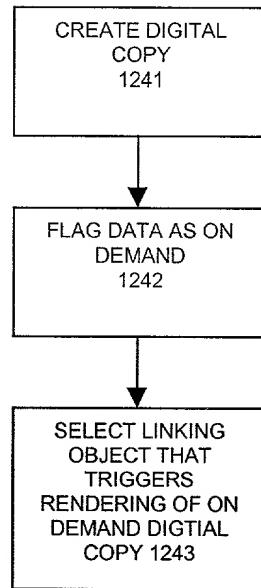


FIG. 12E



1240

FIG. 12F

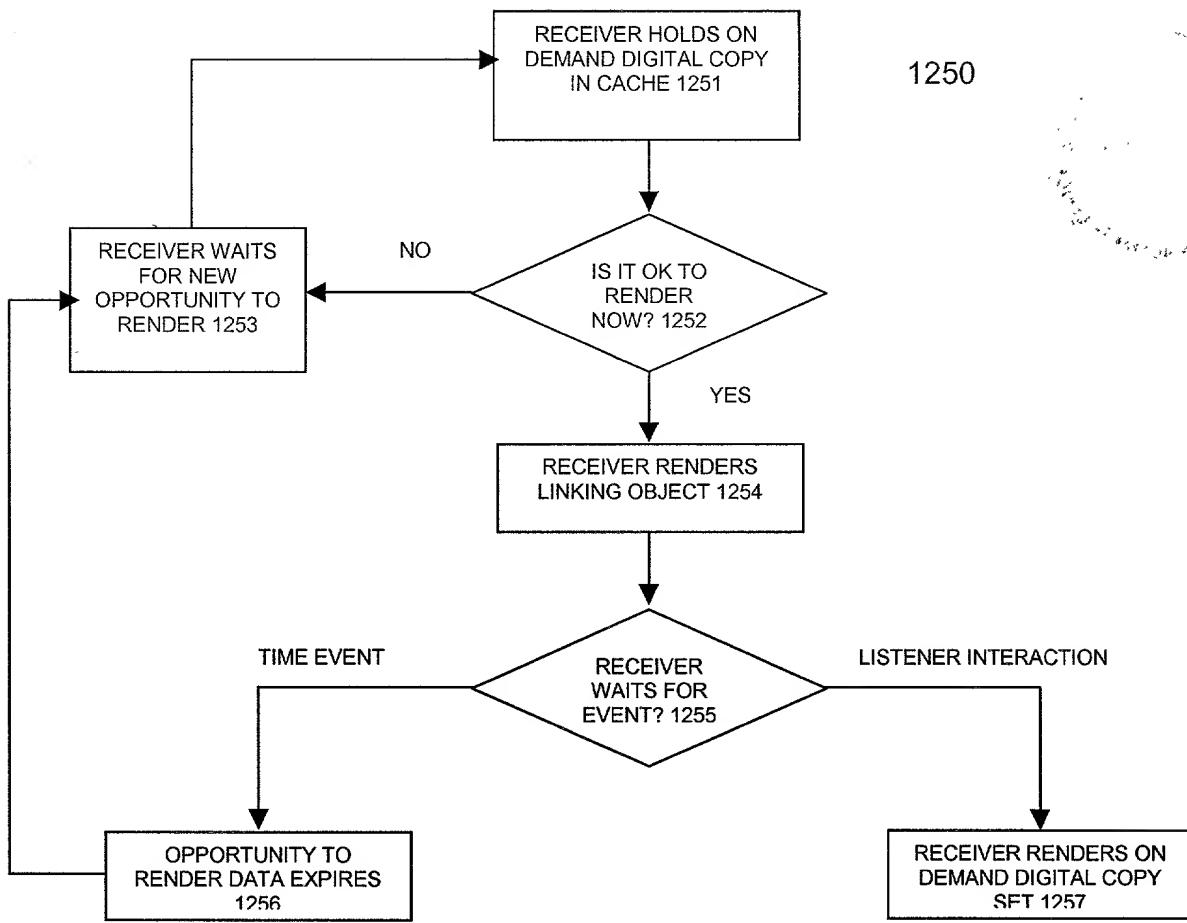


FIG. 12G

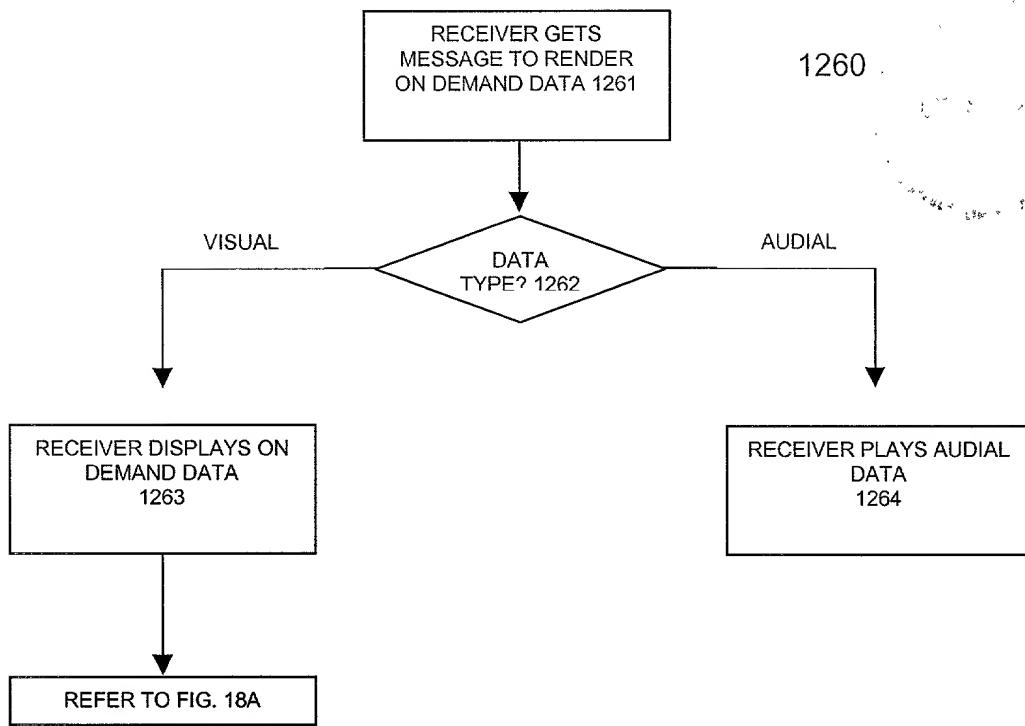


FIG. 12H

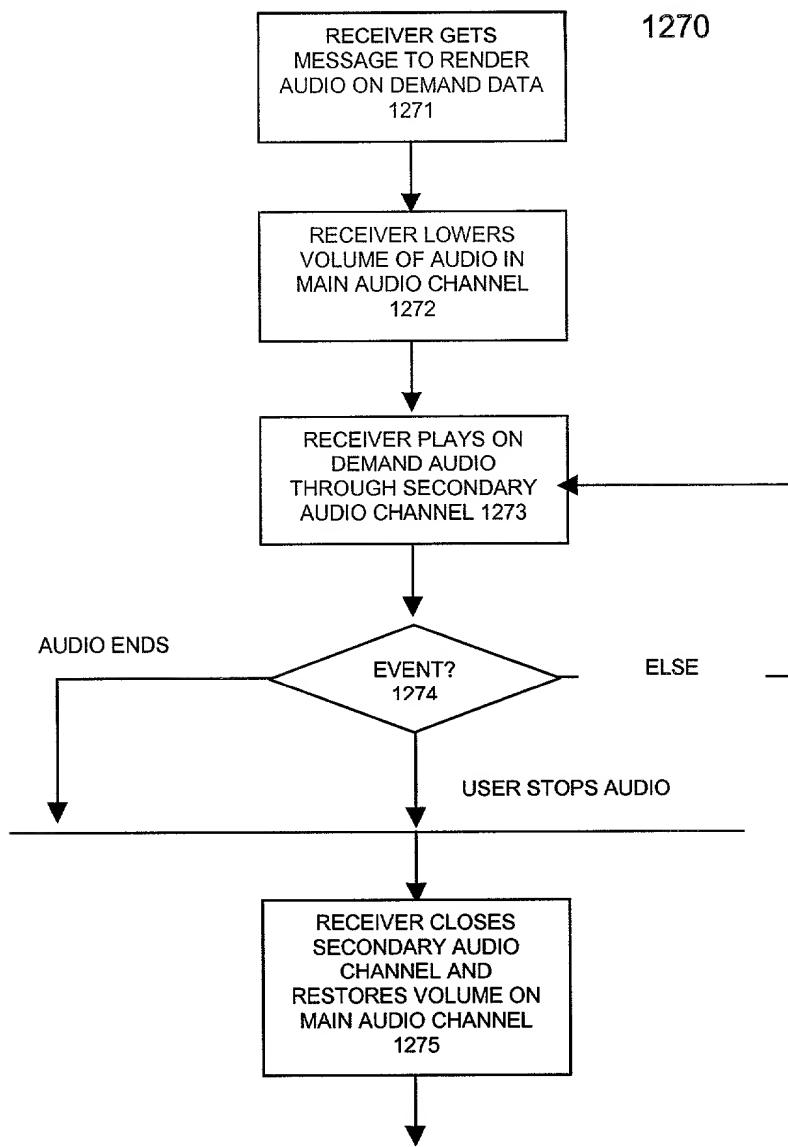


FIG. 12I

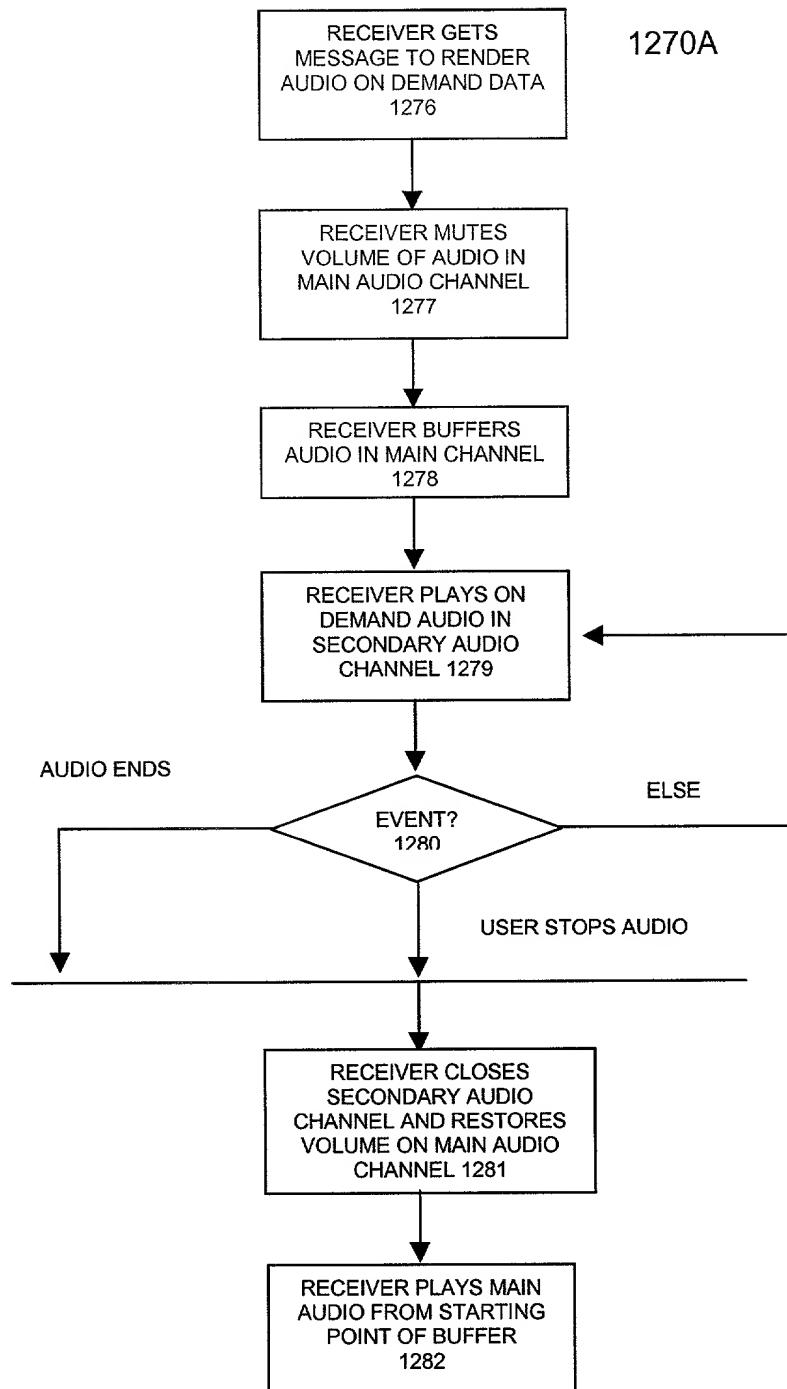


FIG. 12J

1290

```
<!ELEMENT DigitalCopySet ( id | name | ttl | cut | DigitalCopy+ )*>
<!ATTLIST DigitalCopySet frame NMTOKEN #IMPLIED>
<!ELEMENT id ( #PCDATA )>
<!ELEMENT name ( #PCDATA )>
<!ELEMENT ttl ( #PCDATA )>
<!ELEMENT cut (#PCDATA )>

<!ENTITY % DigitalCopy.dtd SYSTEM "getResource://DigitalCopy.dtd">
%DigitalCopy.dtd;
```

FIG. 12K

```
<!ELEMENT DigitalCopy ( DisplayData | minTimeLength | optimalTimeLength )* >
<!ATTLIST DigitalCopy name CDATA #REQUIRED >
<!ATTLIST DigitalCopy id NMTOKEN #IMPLIED>

<!ELEMENT DisplayData (#PCDATA) >
<!ATTLIST DisplayData type CDATA #REQUIRED >

<!ELEMENT minTimeLength (#PCDATA) >
<!ELEMENT optimalTimeLength (#PCDATA) >
```

FIG. 12L

FIG. 12M

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE DigitalCopySet PUBLIC "-//Impulse Radio, Inc./DTD DigitalCopySet//EN" 1292
  "getResource://DigitalCopySet.dtd">
<DigitalCopySet frame="right">
  <name>Big_Als</name>
  <ttl>98765320000</ttl>
  <DigitalCopy id="0" name="Big Al's - open">
    <DisplayData type="text/html">&lt;body leftmargin="0" topmargin="0"&gt; &lt;table&gt; &lt;tr&gt;
      &lt;td&gt; &lt;img src="http://www.impulseradio.com/images/big_als.gif" />
    &lt;/td&gt; &lt;/tr&gt; &lt;/table&gt; &lt;/body&gt;</DisplayData>
    <optimalTimeLength>5000</optimalTimeLength>
  </DigitalCopy>
  <DigitalCopy id="0" name="Big Al's - copy1">
    <DisplayData type="text/html">&lt;body leftmargin="0" topmargin="0"&gt; &lt;table&gt; &lt;tr&gt;
      &lt;td&gt; &lt;img src="http://www.impulseradio.com/images/big_als_bg.gif" />
    &lt;/td&gt; &lt;/tr&gt; &lt;/table&gt; &lt;/body&gt;</DisplayData>
    <optimalTimeLength>15000</optimalTimeLength>
  </DigitalCopy>
  <DigitalCopy id="0" name="Big Al's - close">
    <DisplayData type="text/html">&lt;body leftmargin="0" topmargin="0"&gt; &lt;table&gt; &lt;tr&gt;
      &lt;td&gt; &lt;img src="http://www.impulseradio.com/images/big_als.gif" />
    &lt;/td&gt; &lt;/tr&gt; &lt;/table&gt; &lt;/body&gt;</DisplayData>
    <optimalTimeLength>10000</optimalTimeLength>
  </DigitalCopy>
</DigitalCopySet>
```

FIG. 12M

DigitalCopyPool_id	Order_Detail_ID	DigCopyPool_StartMillis	DigCopyPool_EndMillis	AudioCodePool_Order_Detail_ID	DigitalFrame_id
137421	139438	9.86086E+11	9.86086E+11	301	1
137420	139437	9.85997E+11	9.85997E+11	301	1
137419	139436	9.86515E+11	9.86515E+11	301	1
137510	139527	9.86515E+11	9.86515E+11	300	1
137418	139435	9.86429E+11	9.86429E+11	301	1
137509	139526	9.85997E+11	9.85997E+11	300	1
137417	139434	9.86342E+11	9.86342E+11	301	1
137508	139525	9.86083E+11	9.86083E+11	300	1
137416	139433	9.86256E+11	9.86256E+11	301	1
137479	139496	9.8617E+11	9.8617E+11	300	1
137478	139495	9.86256E+11	9.86256E+11	300	1
137477	139494	9.86342E+11	9.86342E+11	300	1
137454	139471	9.8617E+11	9.8617E+11	301	1
137476	139493	9.86429E+11	9.86429E+11	300	1

1293

FIG. 12N1

1293F

1293E

1293D

1293C

1293B

1293A

1293G	1293H	1293I	1293J	1293K	1293L
DigCopyPool_weight	DC_Set_id	DigCopyPool_QtyDue	DigCopyPool_MinSpacing	Comp_Codes	AudCopyPool_CompSpacing
1	100268	1	60000	10.19	60000
1	100268	1	60000	10.19	60000
1	100268	1	60000	10.19	60000
1	100263	1	60000	2.15	60000
1	100268	1	60000	10.19	60000
1	100263	1	60000	2.15	60000
1	100298	1	60000	10.19	60000
1	100263	1	60000	2.15	60000
1	100268	1	60000	10.19	60000
1	100263	1	60000	2.15	60000
1	100263	1	60000	2.15	60000
1	100268	1	60000	10.19	60000
1	100263	1	60000	2.15	60000
1	100263	1	60000	2.15	60000
1	100263	1	60000	2.15	60000
1	100268	1	60000	10.19	60000
1	100263	1	60000	2.15	60000
1	100263	1	60000	2.15	60000
1	100268	1	60000	10.19	60000
1	100263	1	60000	2.15	60000

1293

FIG. 12N2

1294A	1294B	1294C	1294D
DC_SET_ID	DC_SET_NAME	DC_SET_FRAME	DC_LASTUPDATE
100259	Santana	left	9.86999E+11
100260	Shania	left	9.86999E+11
100261	Hertz	right	9.87003E+11
100262	Budweiser	right	9.87003E+11
100263	Nextel_15second_A	bottom	9.87004E+11
100264	Nextel_15second_B	bottom	9.87004E+11
100265	Nextel_15second_B	bottom	9.87004E+11
100266	Nextel_30second	bottom	9.87004E+11
100267	Dunkin_30second_A	bottom	9.87005E+11
100268	Dunkin_15second	bottom	9.87005E+11
100269	Dunkin_30second_A	bottom	9.87006E+11
100270	Dunkin_30second_B	bottom	9.87006E+11
100271	DiscountFurnitureDirect	right	9.87006E+11
100272	Sleepers	right	9.87006E+11
100223	Nextel Data Traffic		9.86746E+11
100224	Nextel Morning Drive		9.86751E+11
100225	Nextel By Time		9.86751E+11
100273	Big_Als	right	9.87006E+11
100274	Sunrise	right	9.87006E+11
100275	Zieglers	right	9.87006E+11
100276	BMW	right	9.87006E+11
100230	Ichi-Bahn PAD Morning Drive		9.86752E+11
100277	BMW_second	bottom	9.87006E+11
100278	BMW	right	9.87006E+11
100279	Hertz	right	9.87006E+11
100280	Hertz_second	bottom	9.87006E+11
100281	Hertz_second	bottom	9.87006E+11
100297	Budweiser	right	9.87273E+11
100298	DiscountFurnitureDirect	right	9.87273E+11

1294

FIG. 12O

1295A	1295B	1295C	1295D	1295E
DIGITALCOPY_ID	DIGITALCOPY_ID_TAG	DIGITALCOPY_MIN_LENGTH	DIGITALCOPY_OPT_LENGTH	DIGITALCOPY_ACTION_CODE
100754	Gray-fact2	0	10000	
100755	Gray-fact3	0	10000	
100756	Knopfler-open	0	15000	
100757	Knopfler-fact1	0	10000	
100758	Knopfler-fact2	0	10000	
100759	Knopfler-fact3	0	10000	
100760	Santana-open	0	15000	
100761	Santana-fact1	0	10000	
100762	Santana-fact2	0	10000	
100763	Santana-fact3	0	10000	
100764	Shania-open	0	15000	
100765	Shania-fact1	0	10000	
100766	Shania-fact2	0	10000	
100767	Shania-fact3	0	10000	
100768	Hertz-opening	0	2500	
100769	Hertz-special1	0	1000	
100770	Hertz-special2	0	1000	
100771	Hertz-special3	0	1000	
100772	Hertz-special4	0	1000	
100773	Hertz-closing1	0	1500	
100774	Hertz-closing2	0	1000	
100775	Hertz-closing3	0	6000	
100776	Bud-open	0	5000	
100777	Bud-copy1	0	7500	

FIG. 12P1

1295A	1295B	1295C	1295D	1295E
DIGITALCOPY_ID	DIGITALCOPY_ID_TAG	DIGITALCOPY_MIN_LENGTH	DIGITALCOPY_OPT_LENGTH	DIGITALCOPY_ACTION_CODE
100778	Bud-copy2	0	7500	
100779	Bud-copy3	0	7500	
100780	Bud-close	0	2500	
100781	Nextel-open	0	5000	
100782	Nextel-body1	0	3000	
100783	Nextel-body2	0	3000	
100784	Nextel-body3	0	3000	
100785	Nextel-close	0	1000	

1295

FIG. 12P2

1296A

1296B

1296C

1296D

DC_SET_DETAILS_ID	DC_SET_ID	DC_SET_DETAILS_SE Q	DIGITALCOPY_ID
985	100257	3	100754
986	100257	4	100755
987	100258	1	100756
988	100258	2	100757
989	100258	3	100758
990	100258	4	100759
991	100259	1	100760
992	100259	2	100761
993	100259	3	100762
994	100259	4	100763
995	100260	1	100764
996	100260	2	100765
997	100260	3	100766
998	100260	4	100767
999	100261	1	100768
1000	100261	2	100769
1001	100261	3	100770
1002	100261	4	100771
1003	100261	5	100772

1296

FIG. 12Q

1298A	1298B	1298C	1298D
DC_DISPLAY_ID	DIGITALCOPY_ID	DISPLAY_TYPE	CDDATA
10001	754	text/html	<html>...</html>
10002	755	text/html	<html>...</html>
10003	756	text/html	<html>...</html>

1298

FIG. 12R

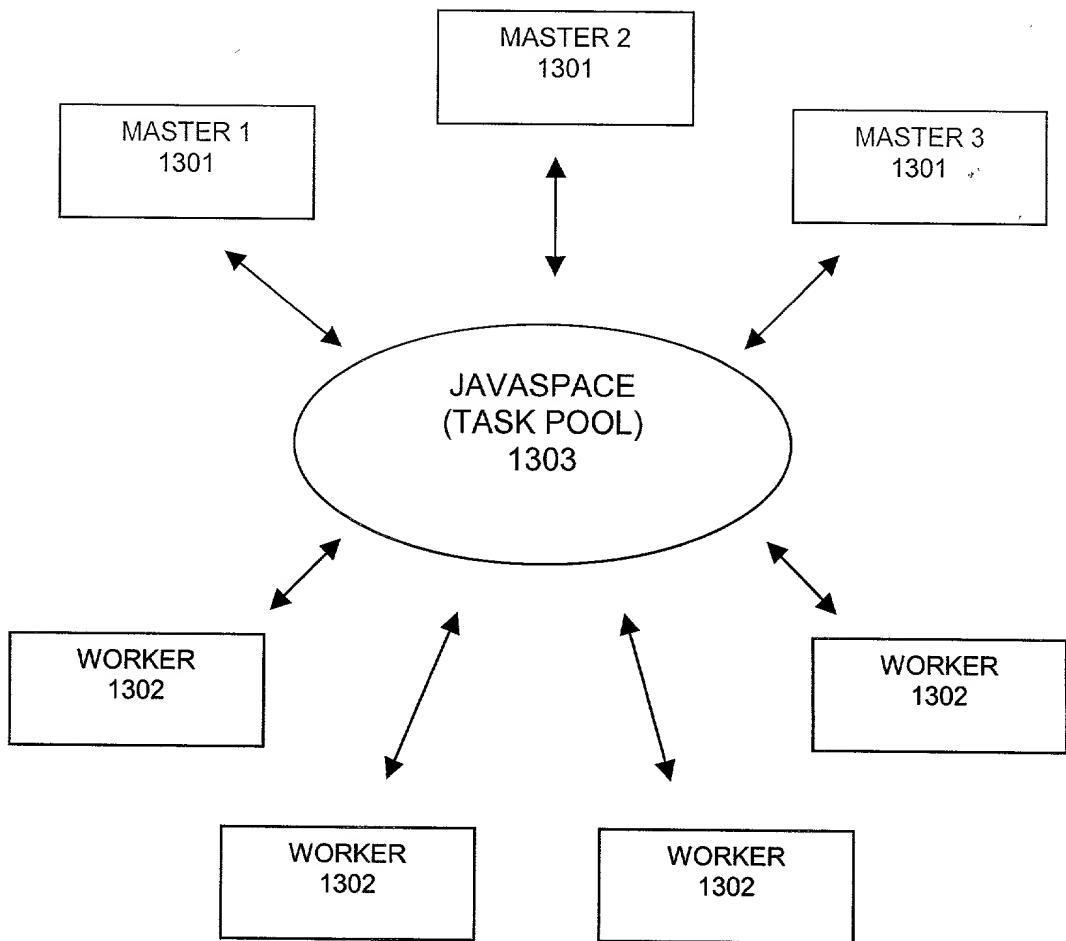


FIG. 13A

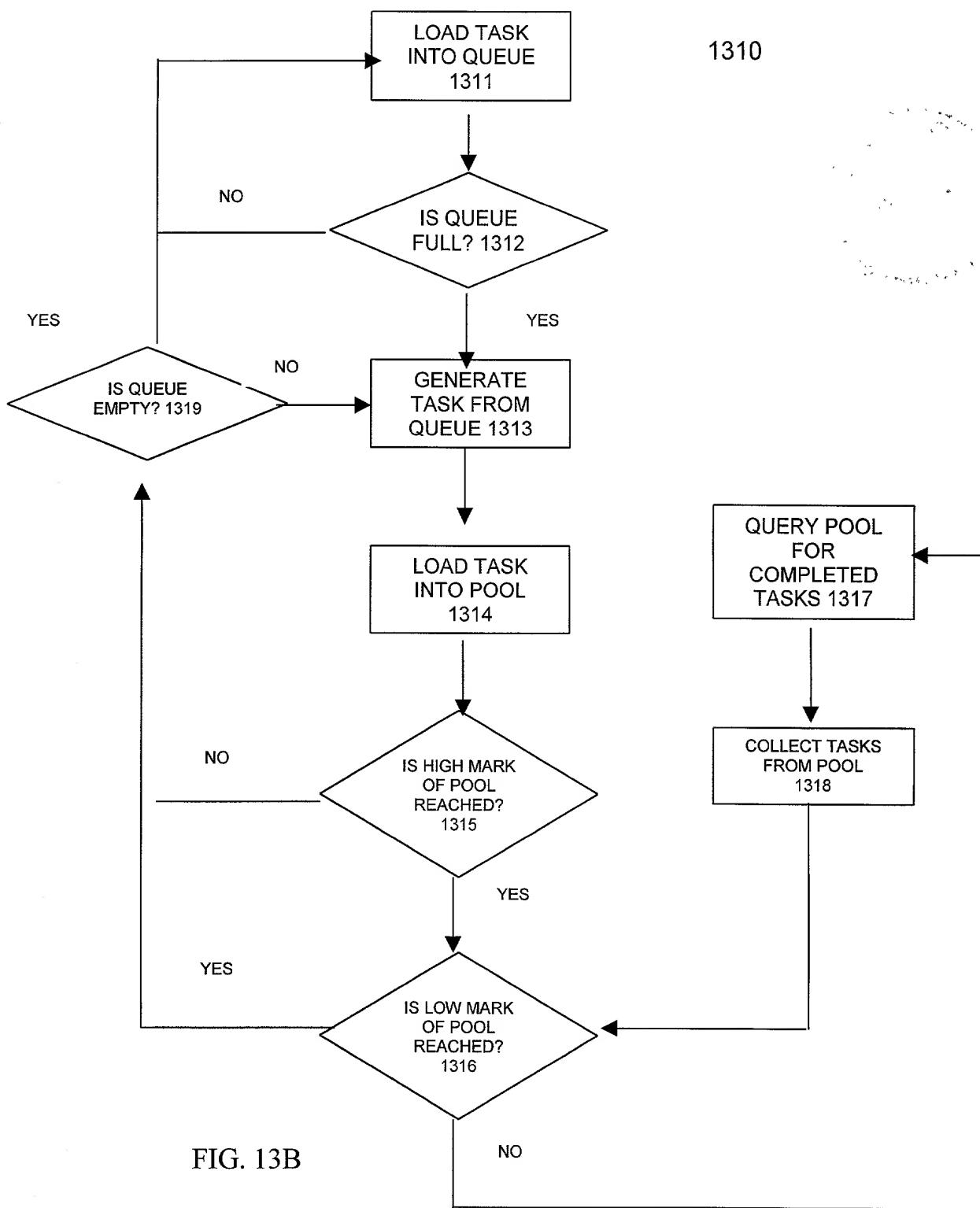
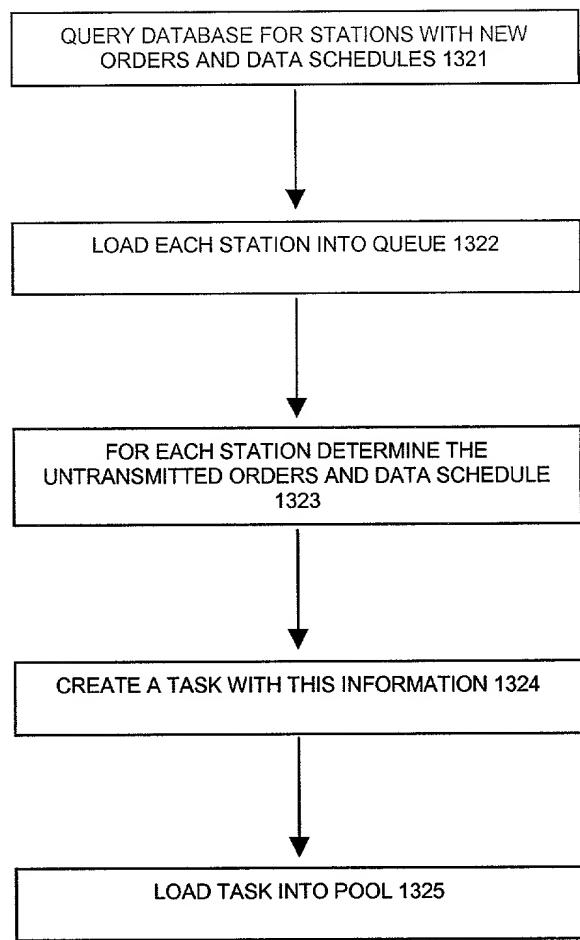


FIG. 13B



1320

FIG. 13C

00000000000000000000000000000000

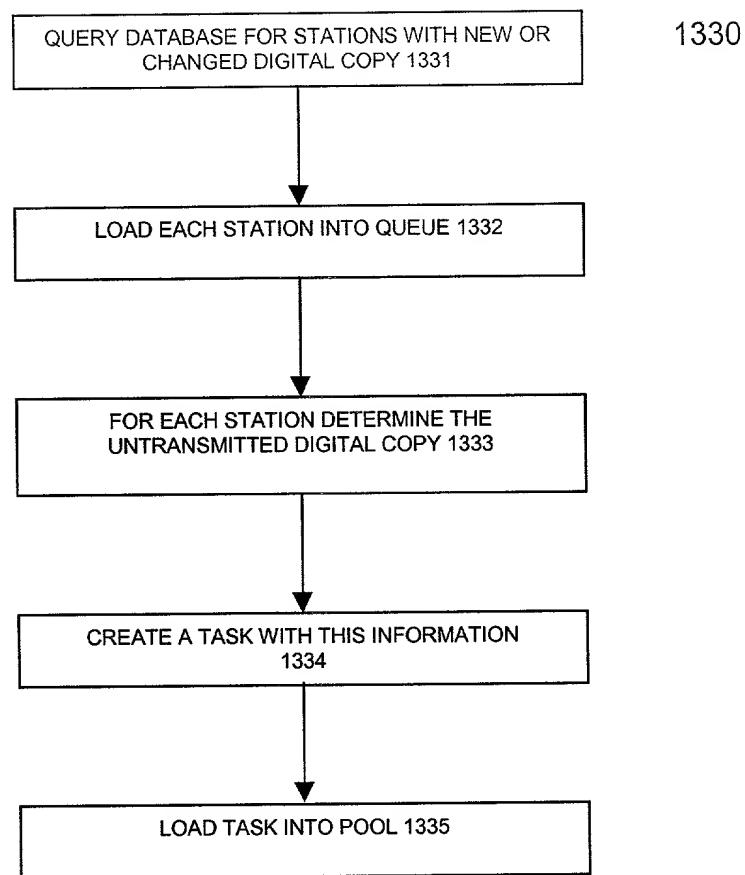


FIG. 13D

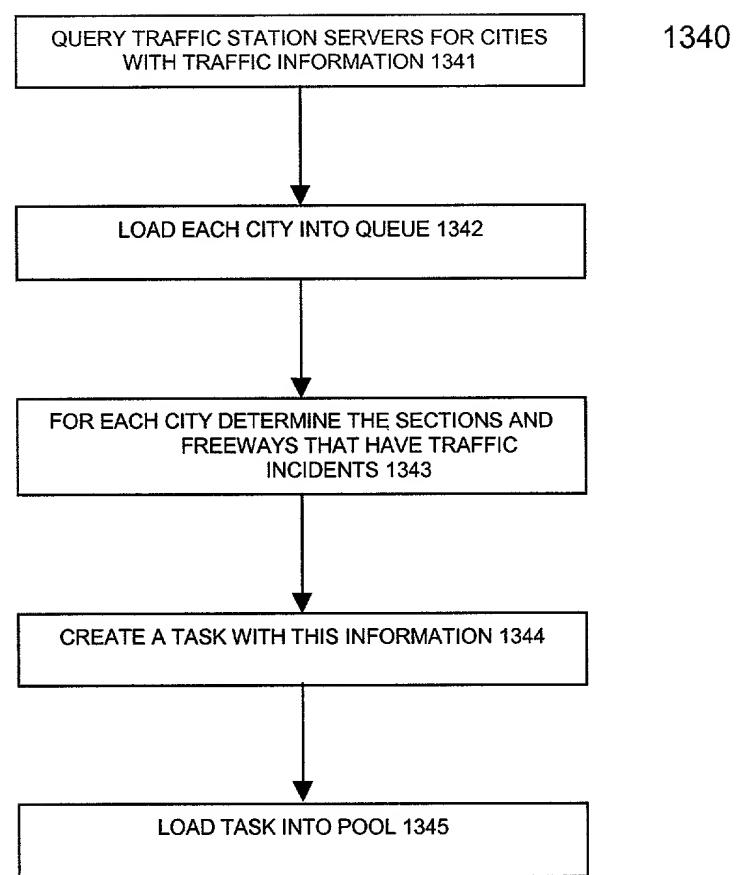


FIG. 13E

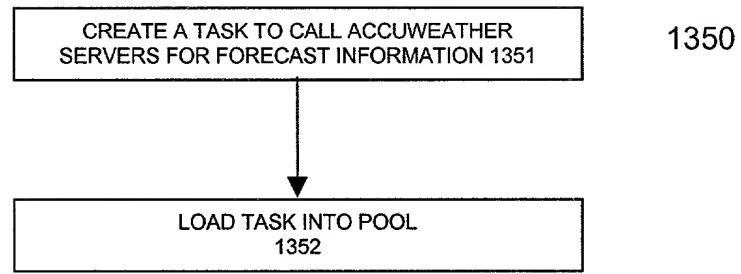


FIG. 13F

1360

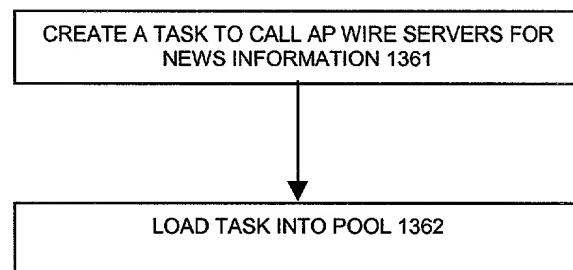


FIG. 13G

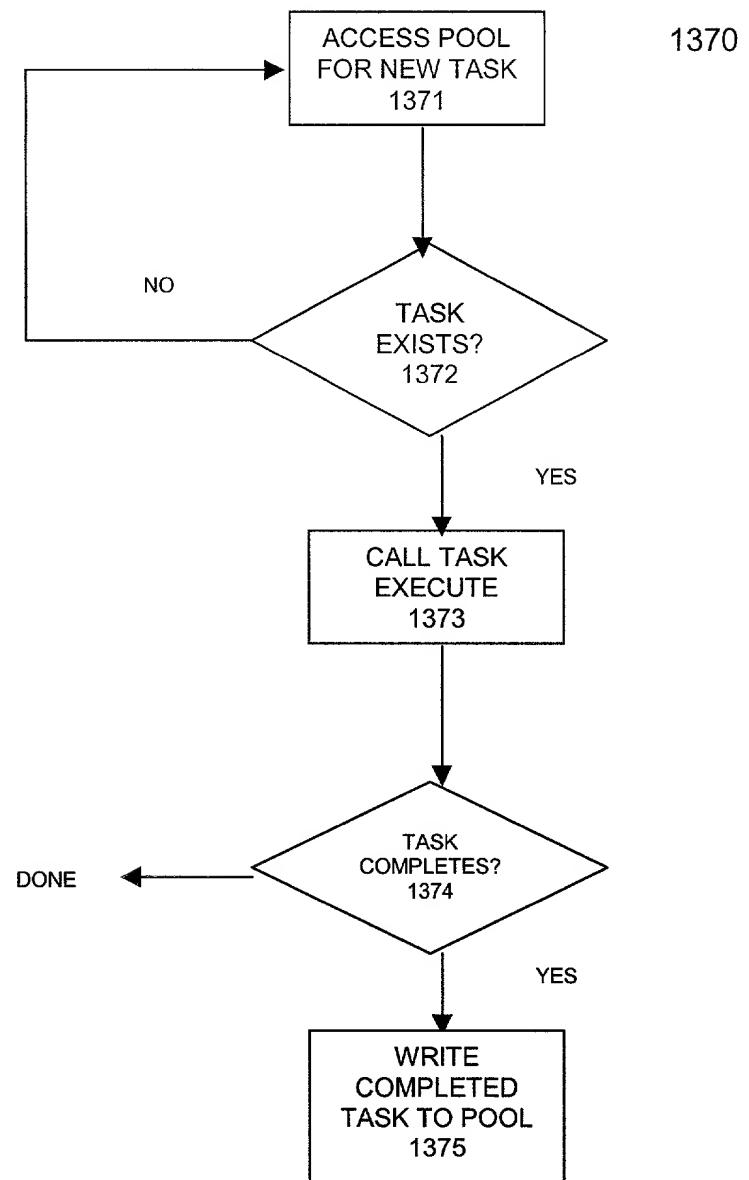


FIG. 13H

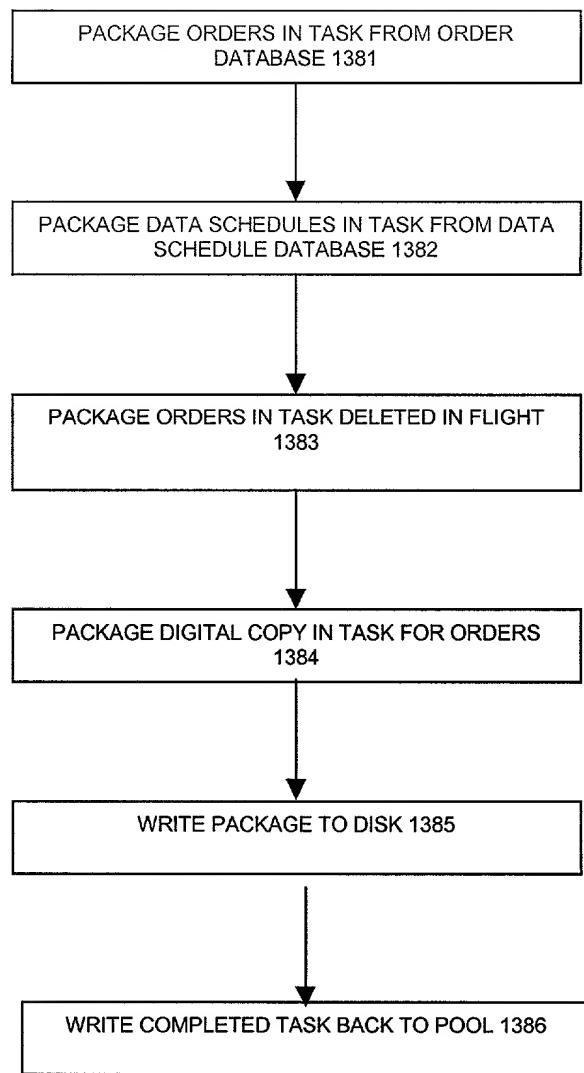
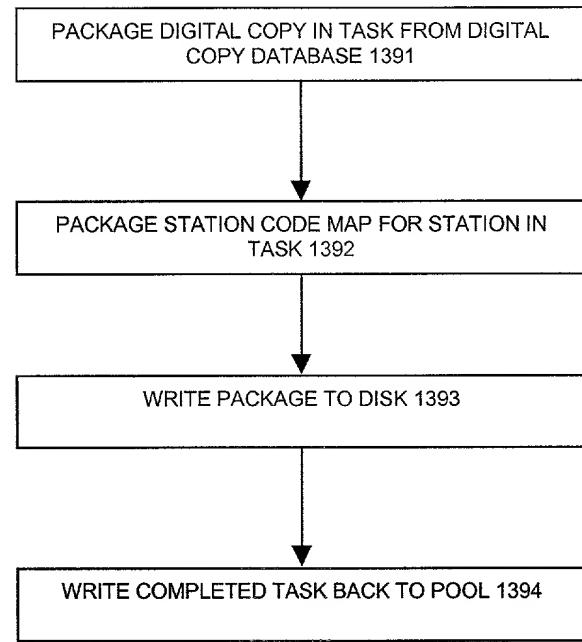


FIG. 13I



1390

FIG. 13J

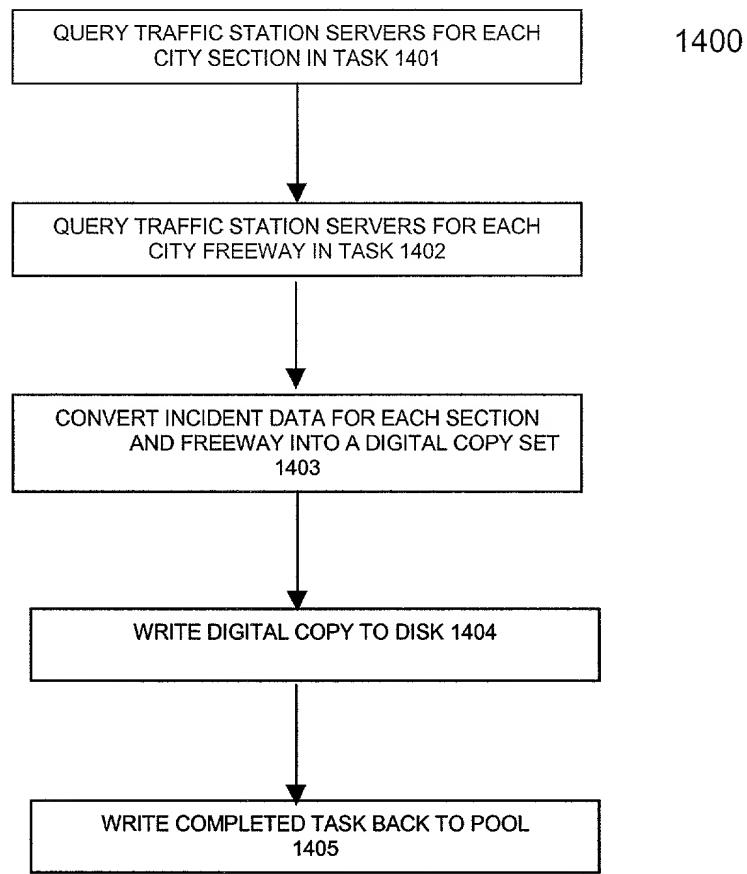
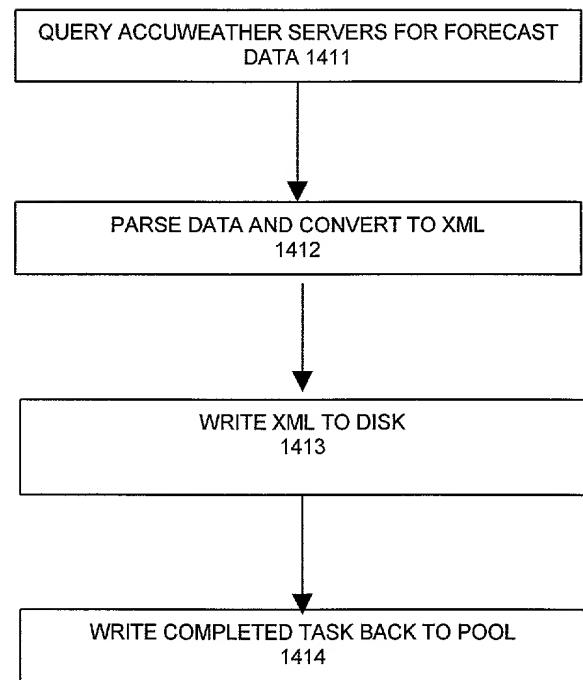


FIG. 13K



1410

FIG. 13L

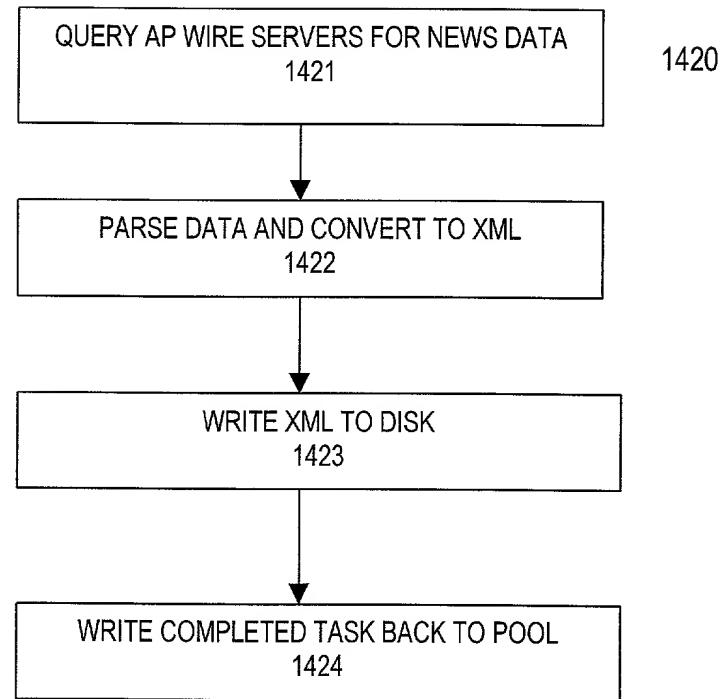


FIG. 13M

```
<!ELEMENT DataPackage ( SchemaDef | data ) >           1425
<!ATTLIST DataPackage index NMTOKEN #IMPLIED>

<!ELEMENT SchemaDef ( table | layout ) #REQUIRED >

<!ELEMENT table ( #PCDATA ) #REQUIRED >
<!ELEMENT layout ( #PCDATA ) #REQUIRED >

<!ELEMENT data ( #PCDATA ) #REQUIRED >
<!ATTLIST data bytesize NMTOKEN #IMPLIED>
```

FIG. 13N

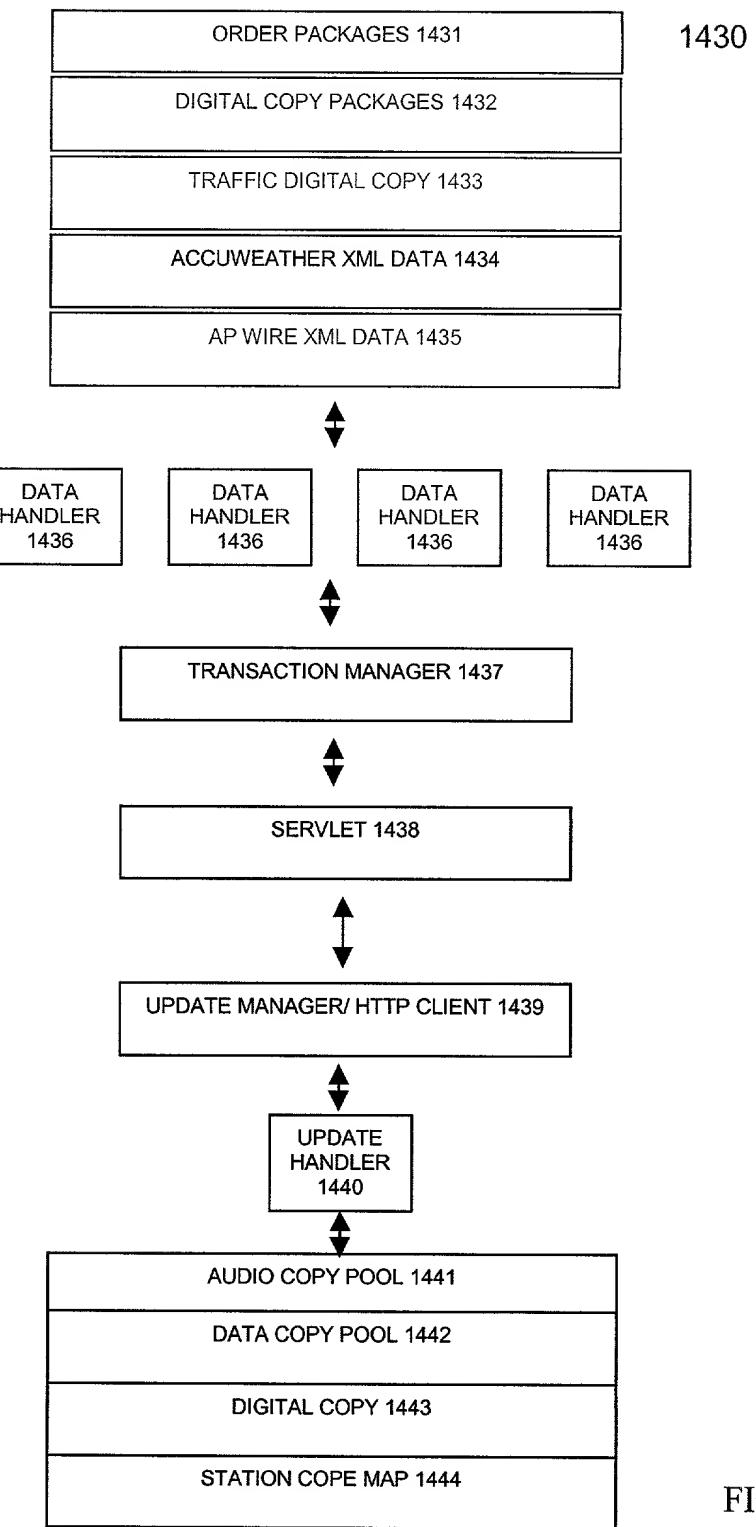


FIG. 14A

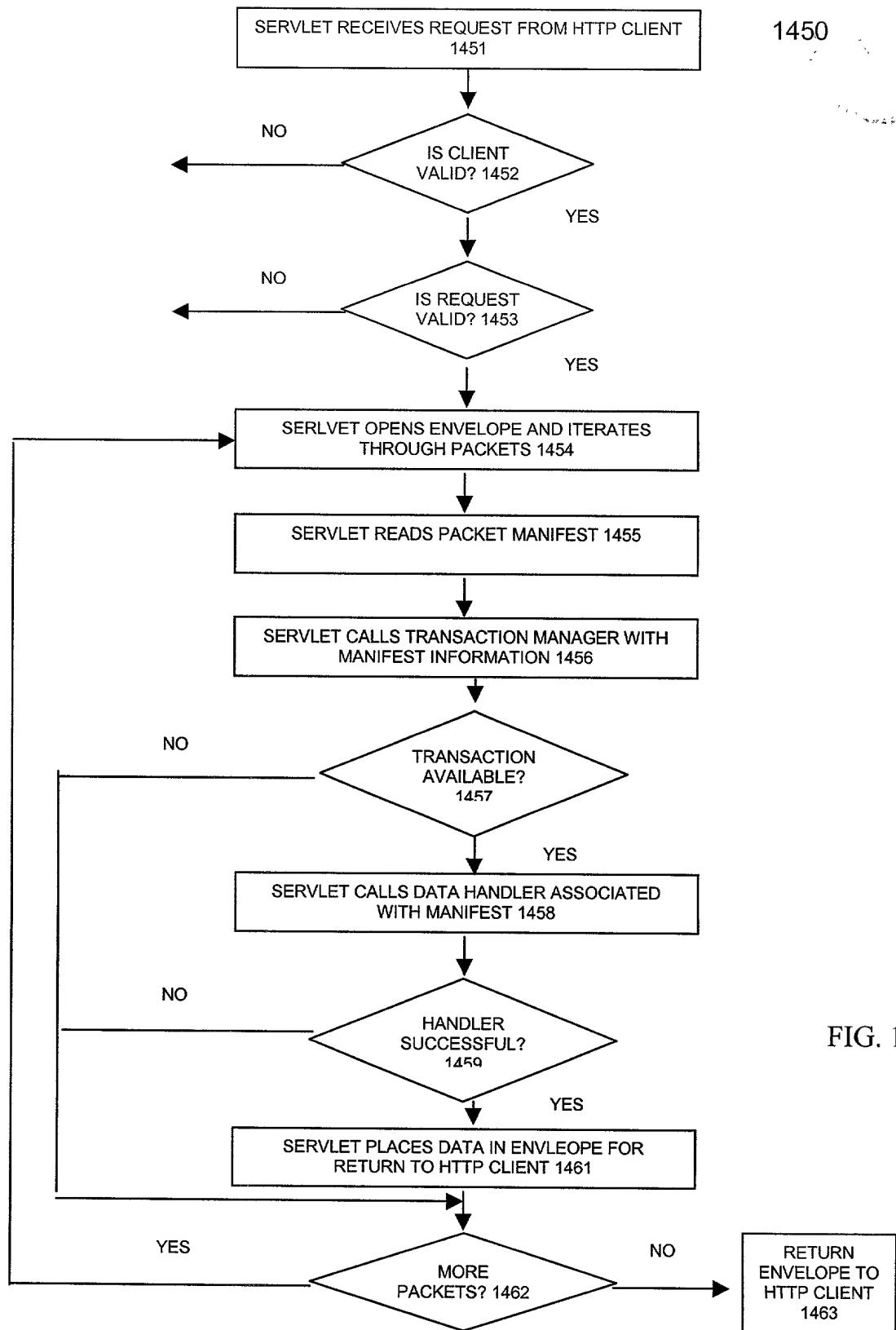


FIG. 14B

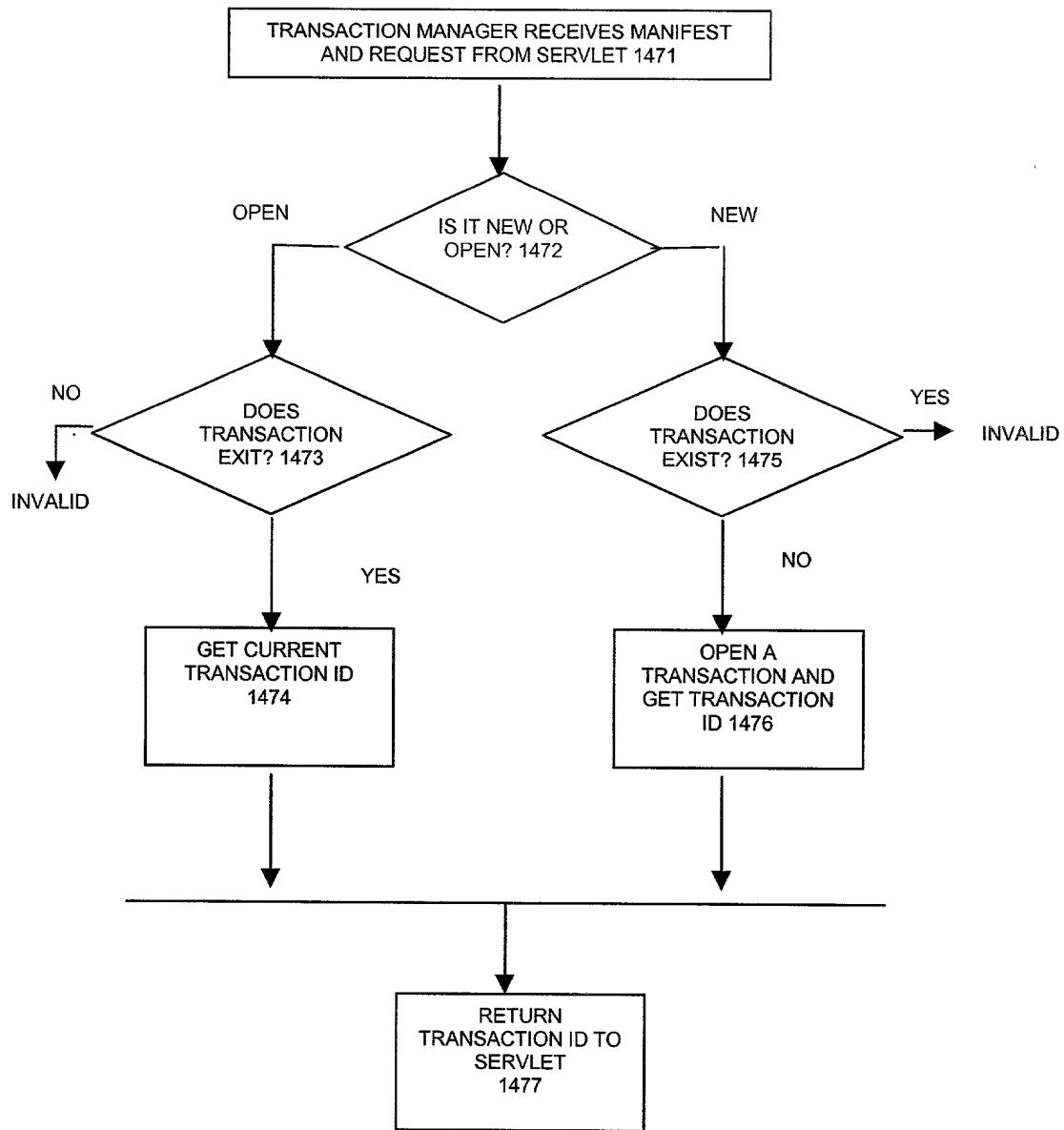


FIG. 14C

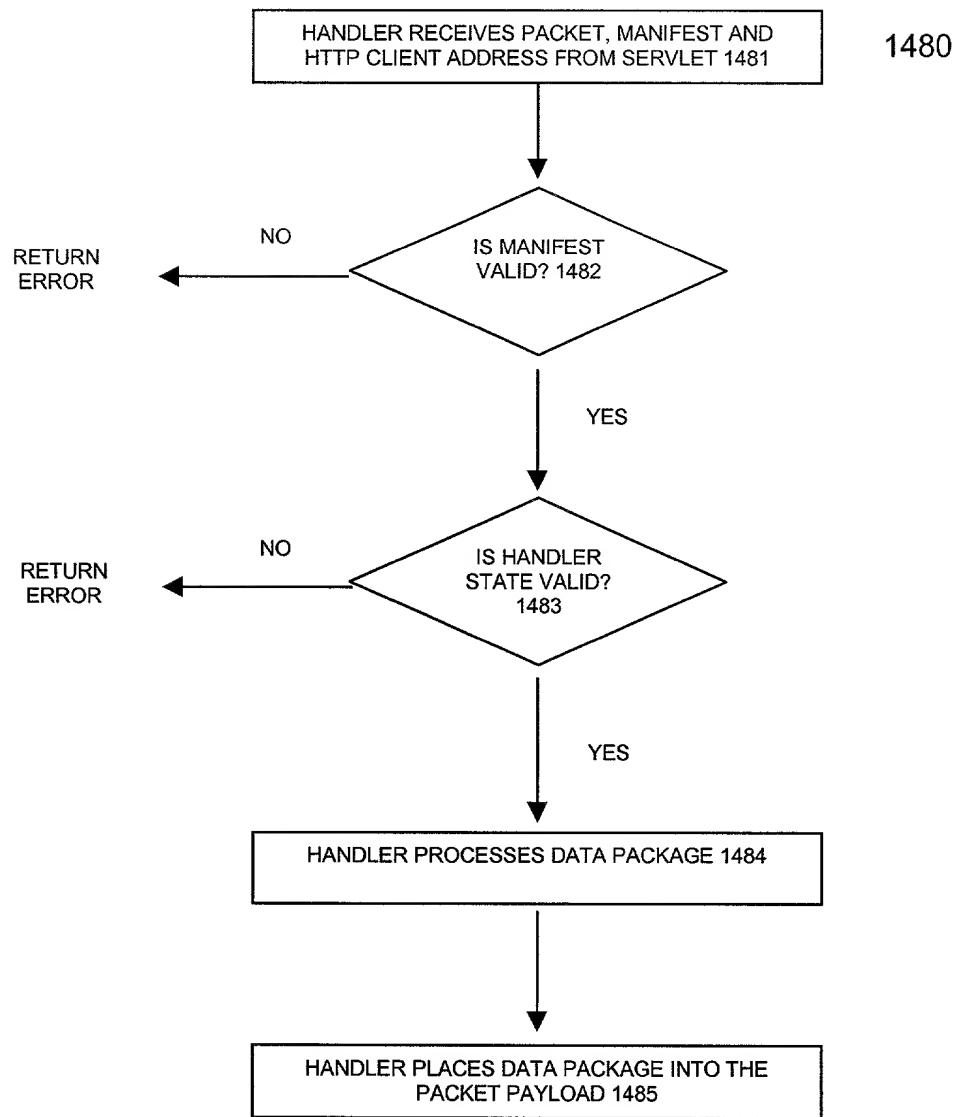


FIG. 14D

1490

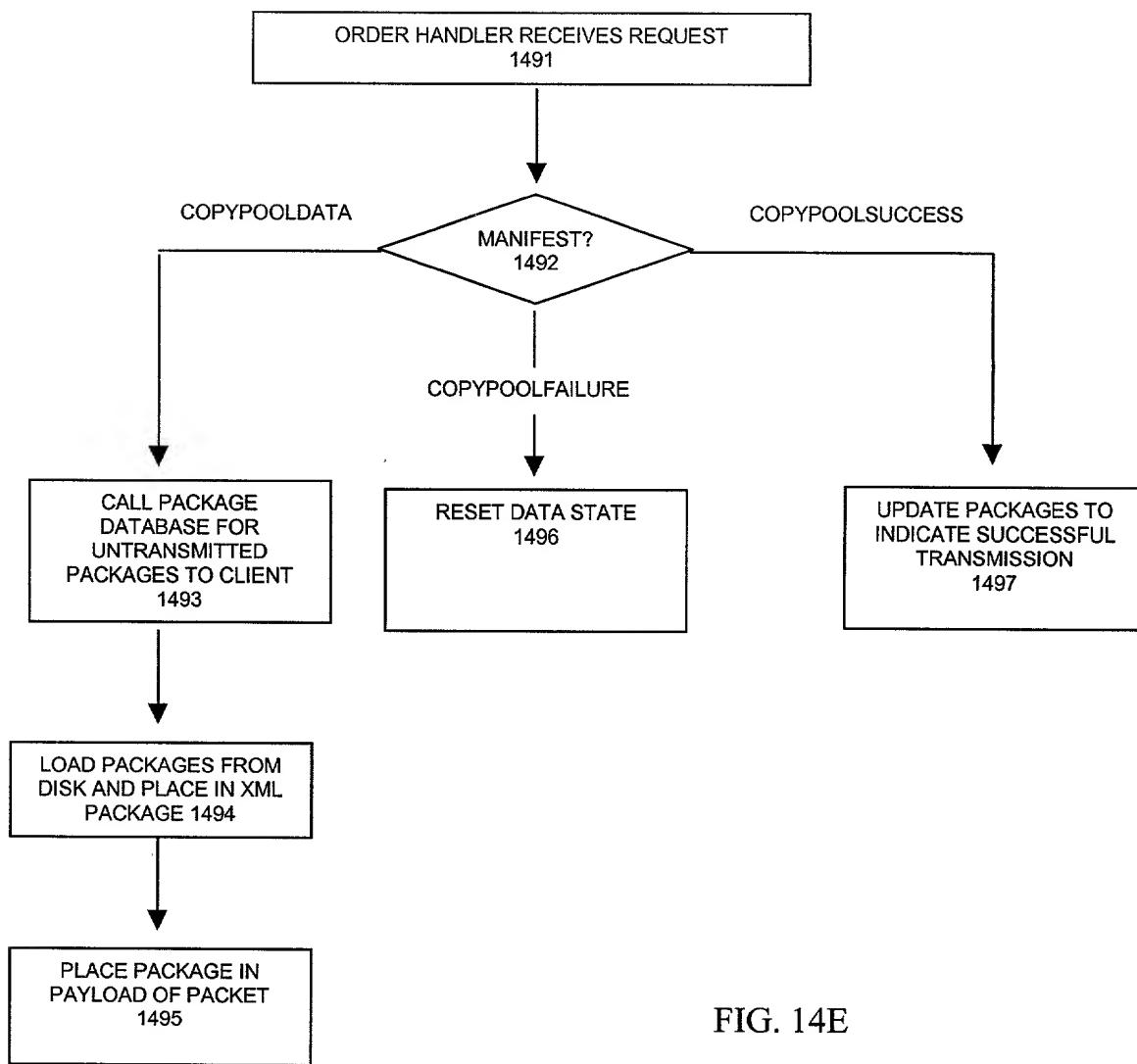


FIG. 14E

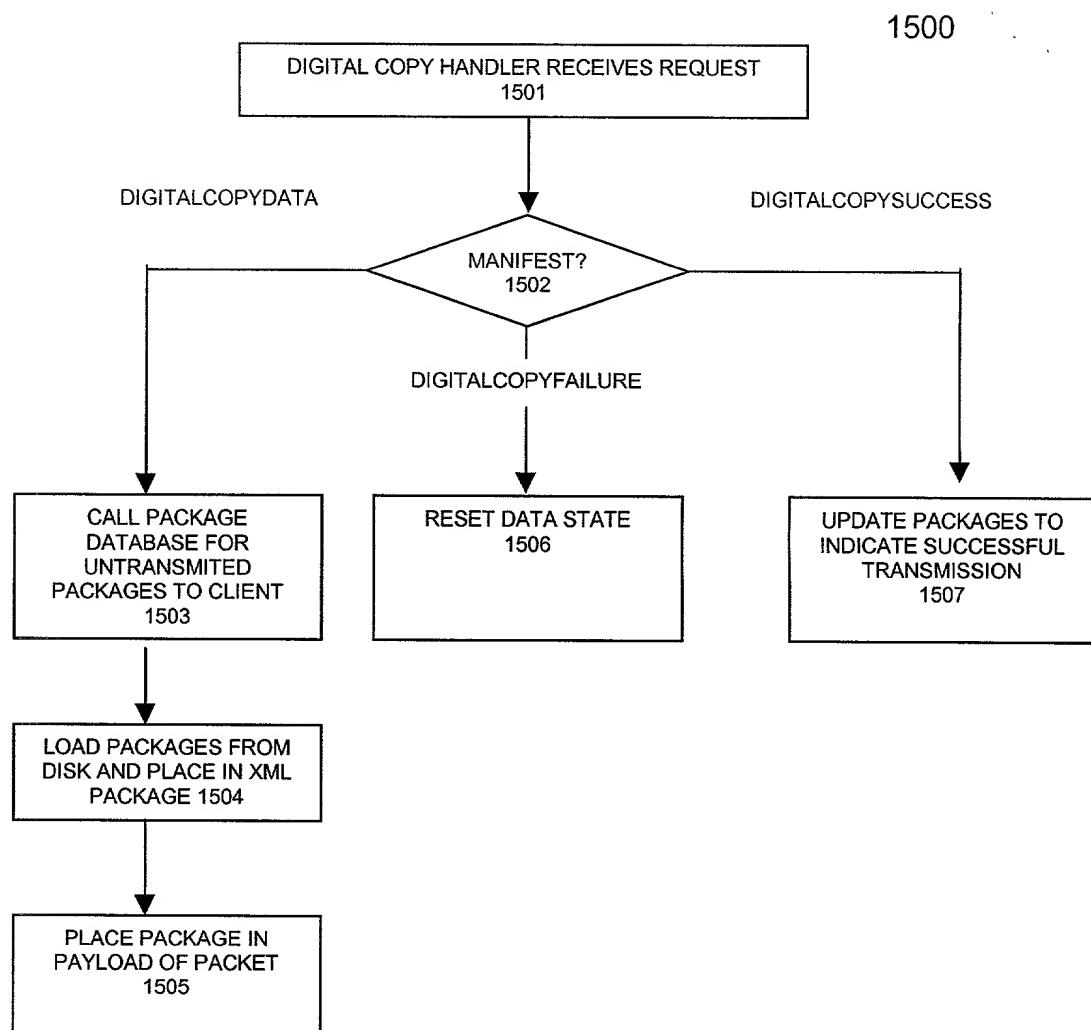


FIG. 14F

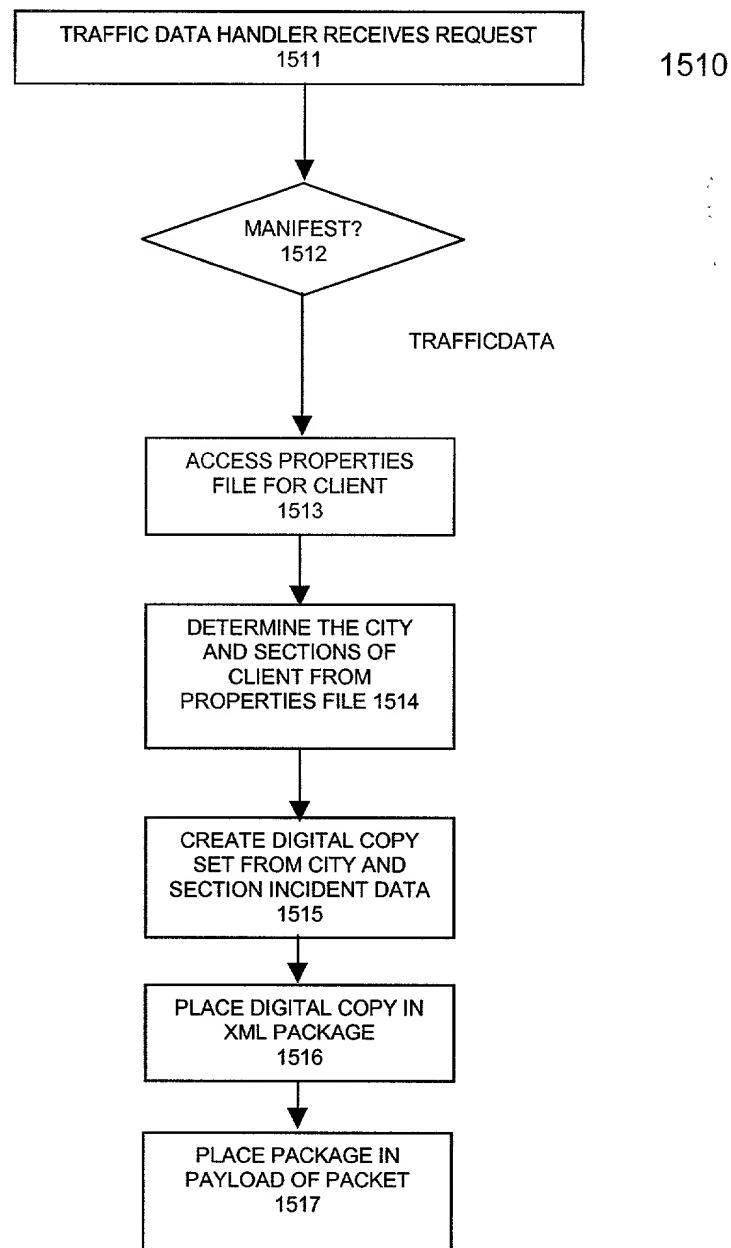


FIG. 14G

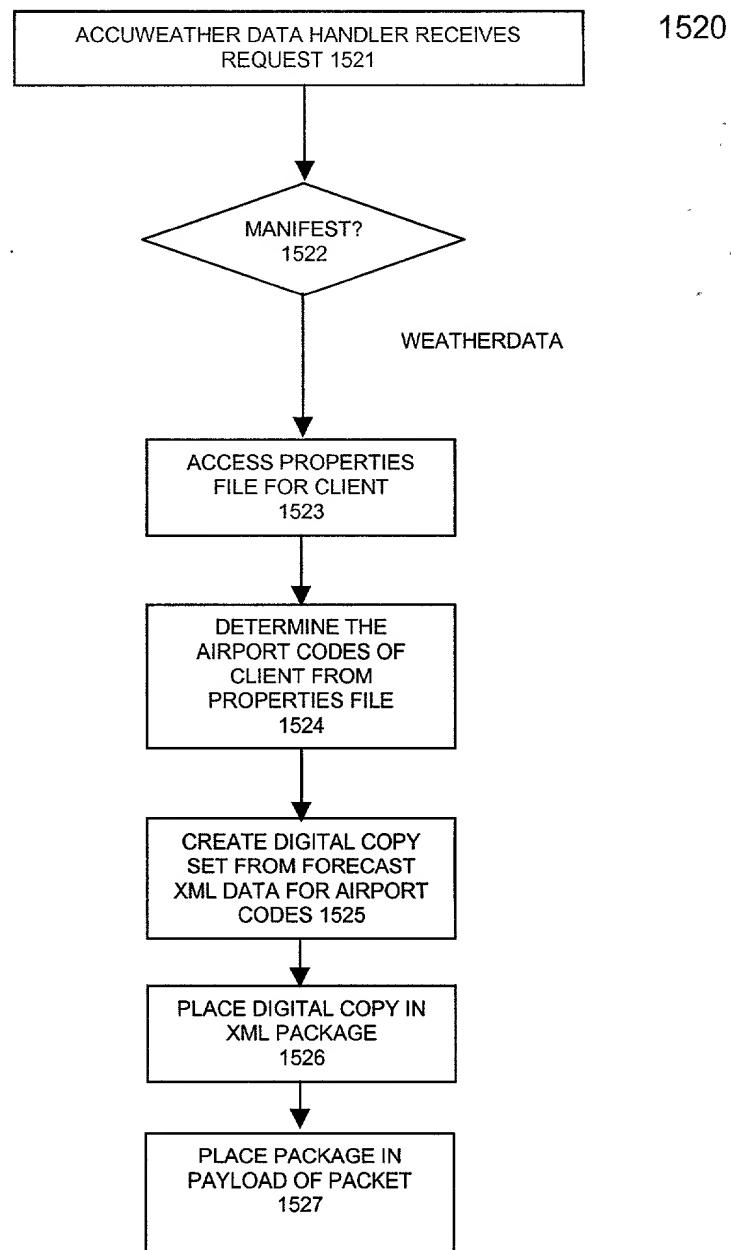


FIG. 14H

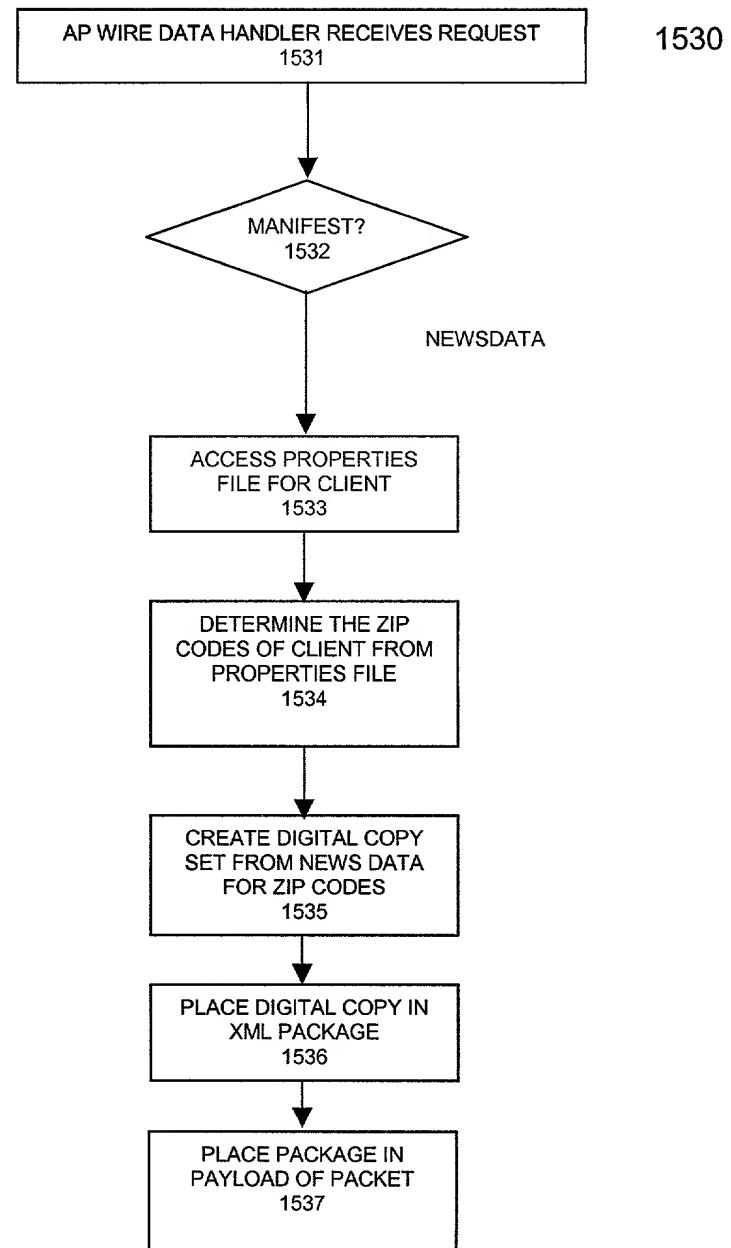


FIG. 14I

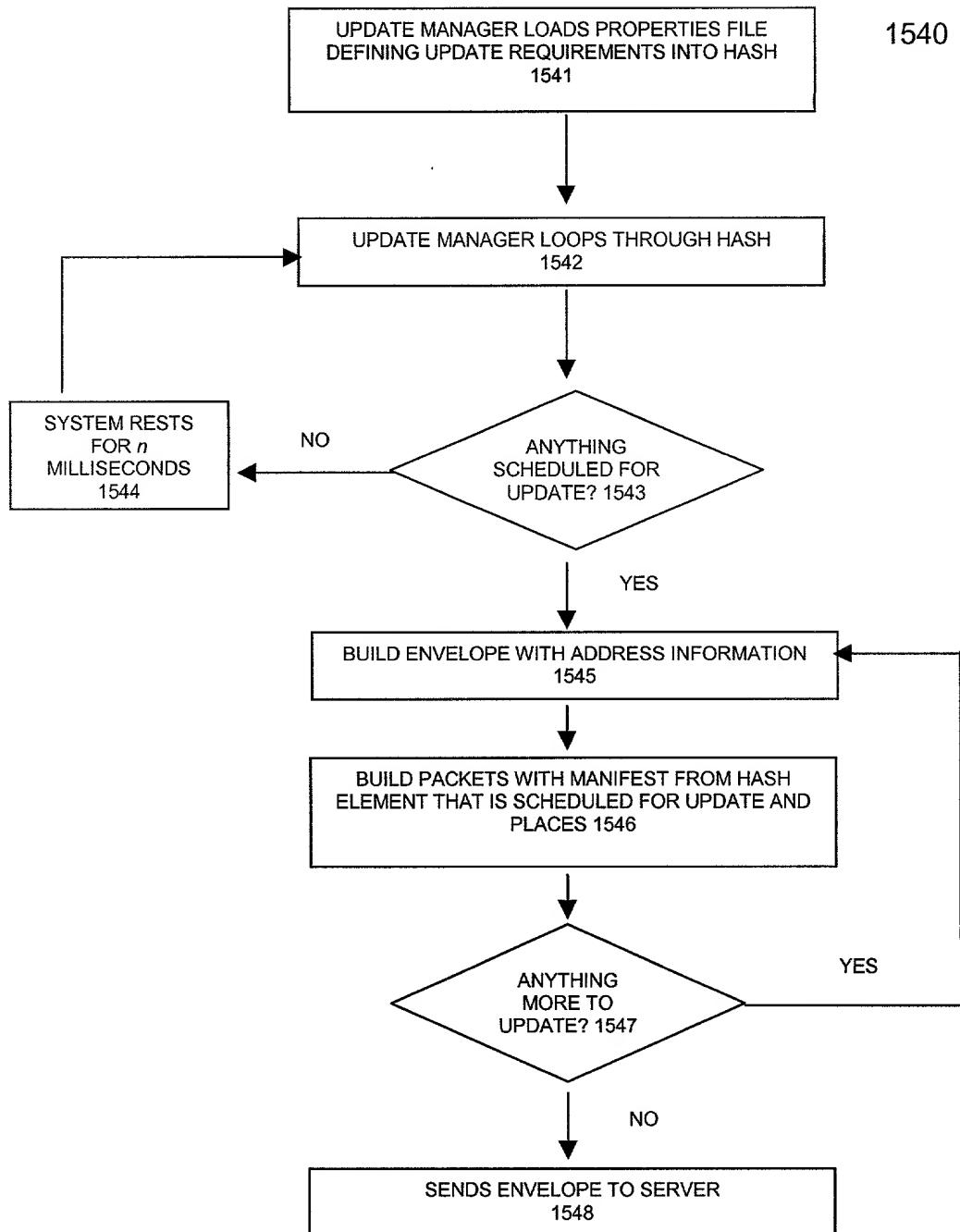


FIG. 14J

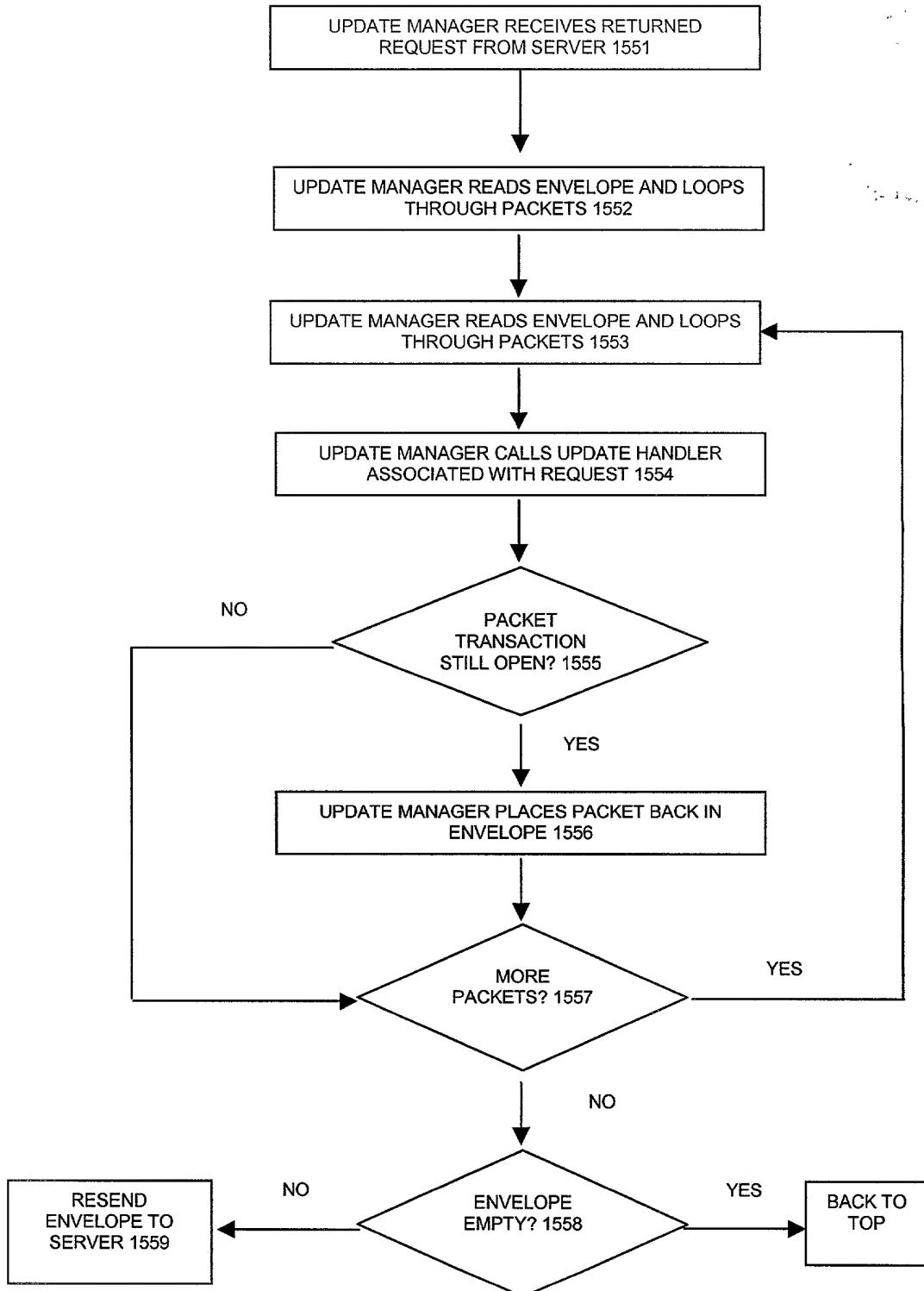


FIG. 14J1

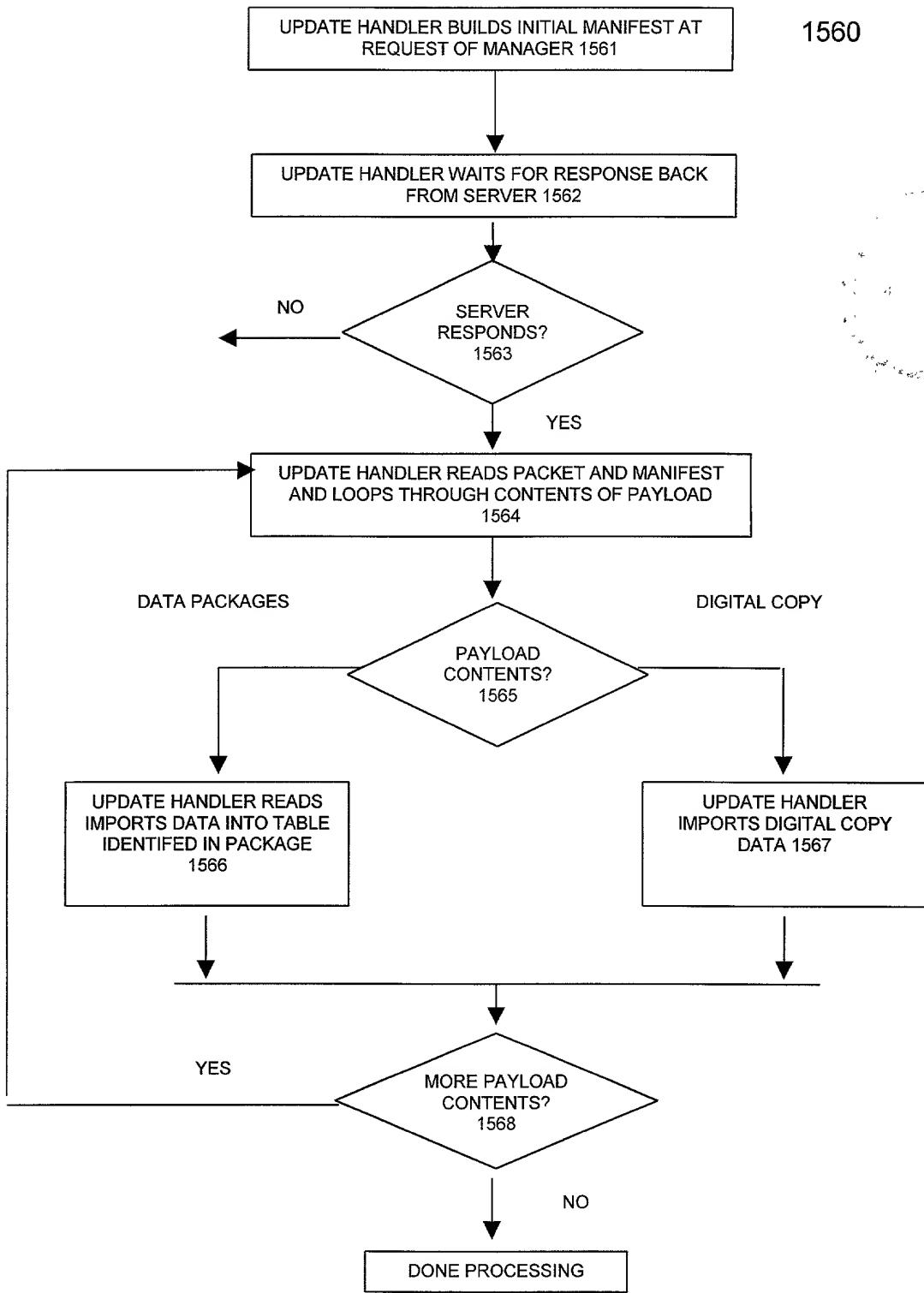


FIG. 14K

1570

```
<!ELEMENT Envelope ( AddressInfo | Packet* )>
<!ELEMENT AddressInfo ( Sender | credential | recipient ) #REQUIRED >
<!ELEMENT Sender ( #PCDATA ) #REQUIRED >
<!ELEMENT credential ( #PCDATA ) #REQUIRED >
<!ELEMENT recipient ( #PCDATA ) #REQUIRED >
<!ELEMENT Packet ( PacketInfo | payload ) #REQUIRED >
<!ELEMENT PacketInfo ( packetTransID | manifest | type ) #REQUIRED >
<!ELEMENT packetTransID ( #PCDATA ) #REQUIRED >
<!ELEMENT manifest ( #PCDATA ) #REQUIRED >
<!ELEMENT type ( #PCDATA ) #REQUIRED >
<!ELEMENT payload ( #PCDATA ) #REQUIRED >
```

FIG. 14L

<?xml version="1.0" encoding="UTF-8"?> 1571
<Envelope>
 <AddressInfo>
 <Sender>2</Sender>
 <credential>qazxsw23edcvfr45tgbnhy67ujmki890ed21</credential>
 <Recipient>192.168.0.1/servlets/BBserver</Recipient>
 </AddressInfo>
 <Packet>
 <PacketInfo>
 <packetTransID>985971169074</packetTransID>
 <manifest>DIGITALCOPYPACKAGE</manifest>
 <type>1</type>
 </PacketInfo>
 <payload><?xml
 version="1.0"
 encoding="UTF-8"?>
 <Request>DIGITALCOPYPACKAGE</Request>
 </payload>
 </Packet>
</Envelope>

FIG. 14M

1580

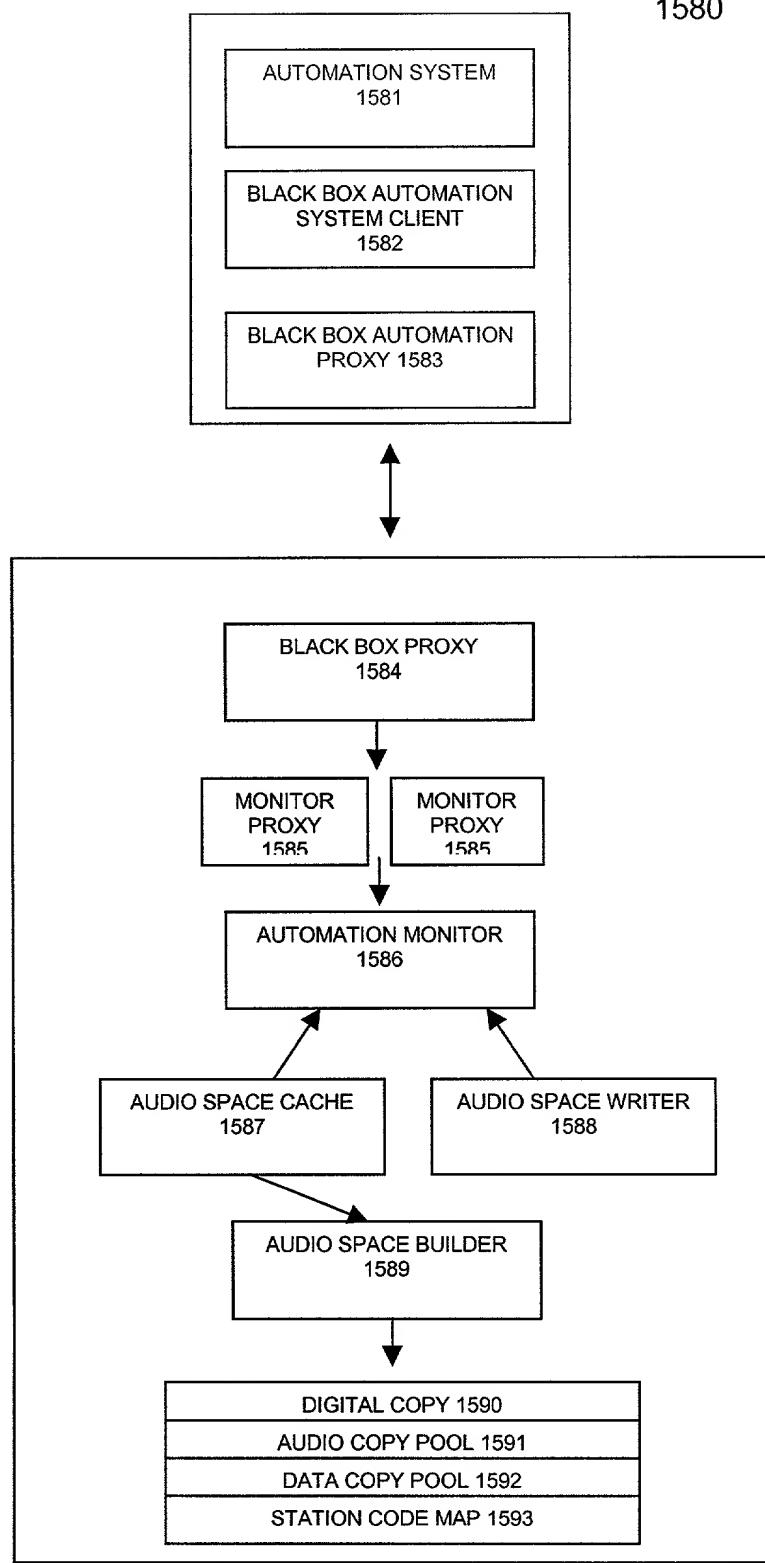


FIG. 15A

1600

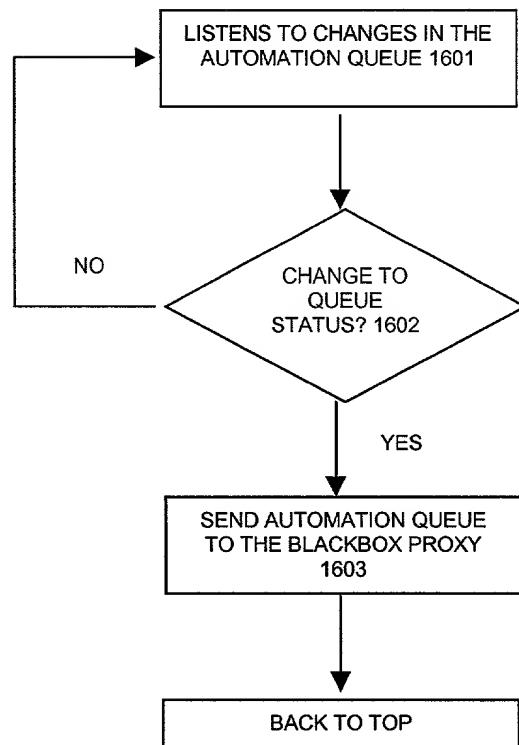


FIG. 15B

1610

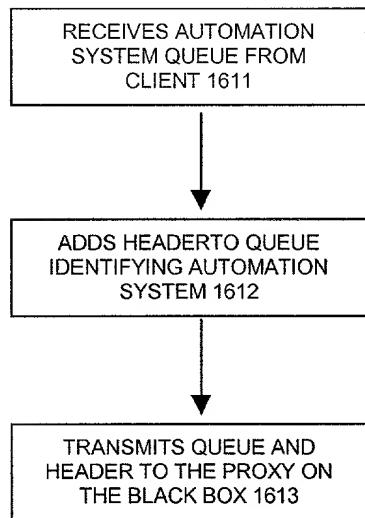


FIG. 15C

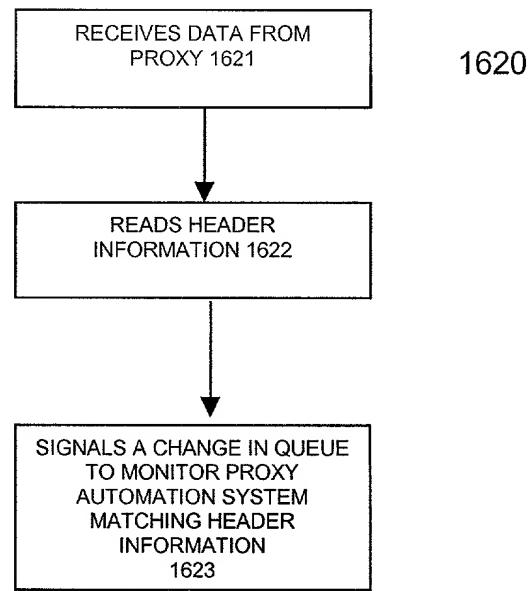


FIG. 15D

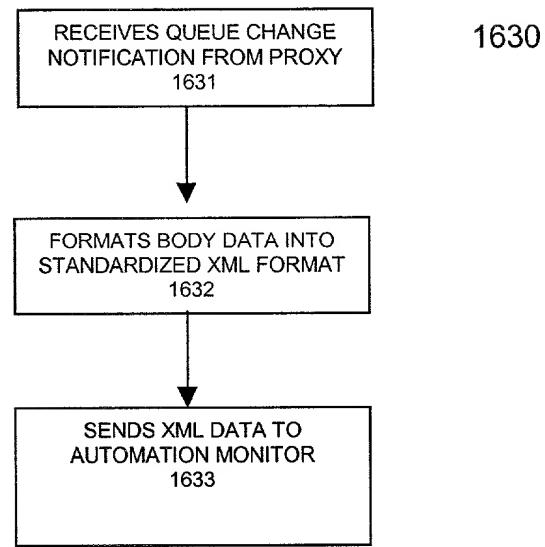


FIG. 15E

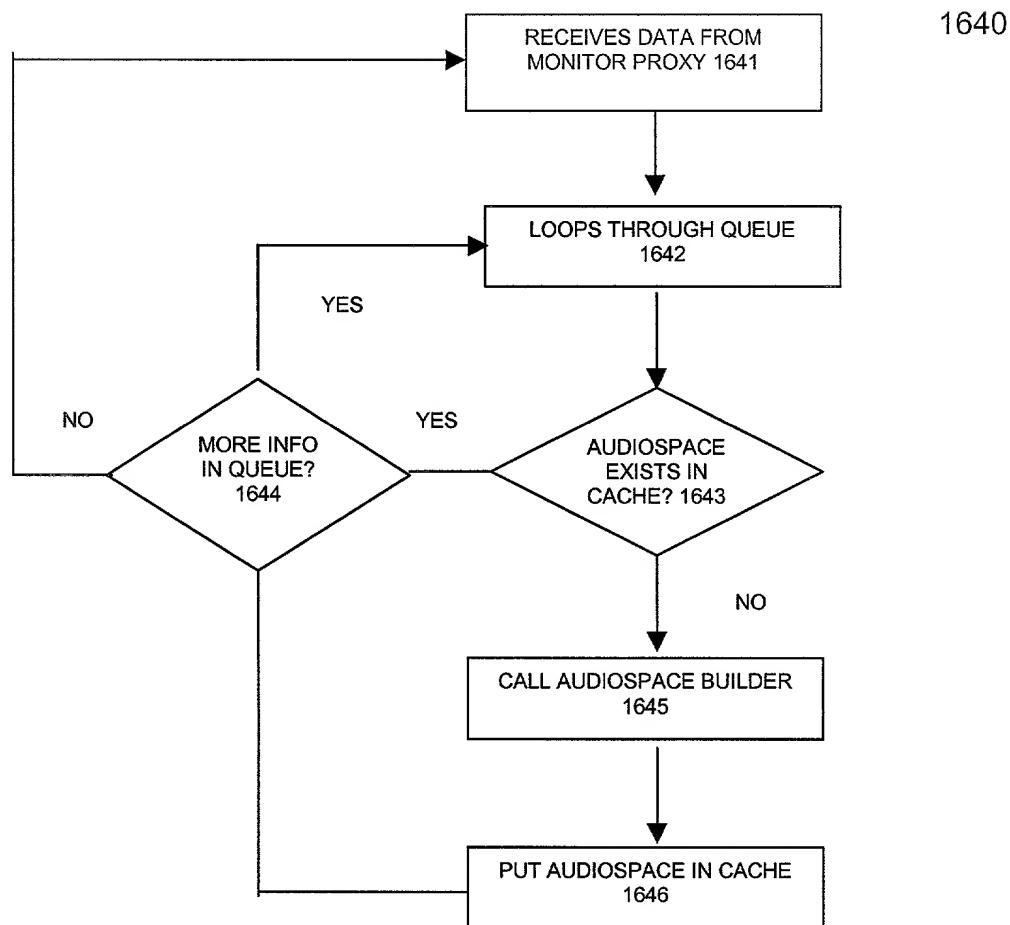


FIG. 15F

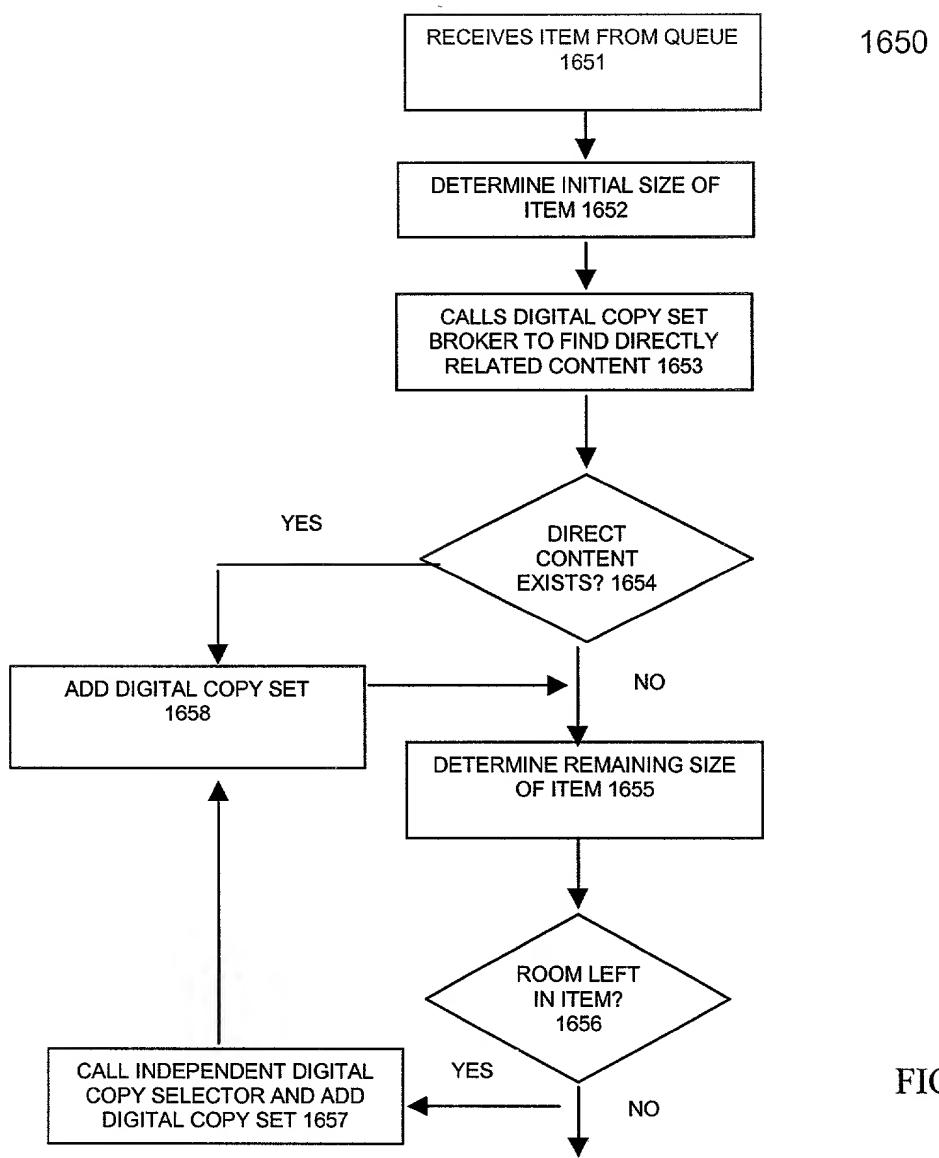


FIG. 15G

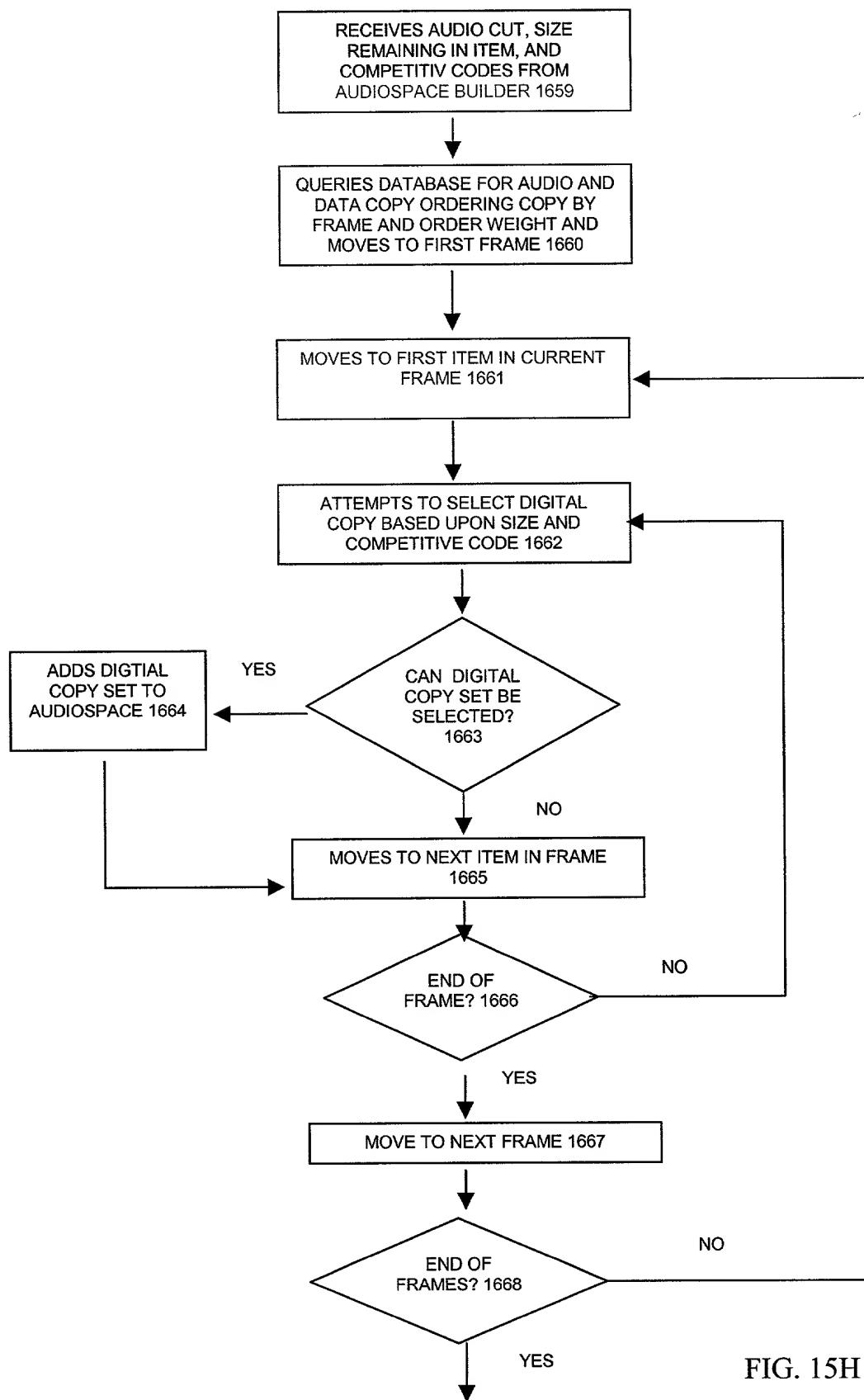


FIG. 15H

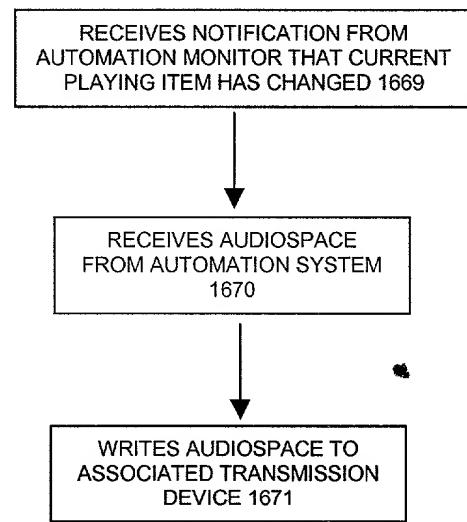
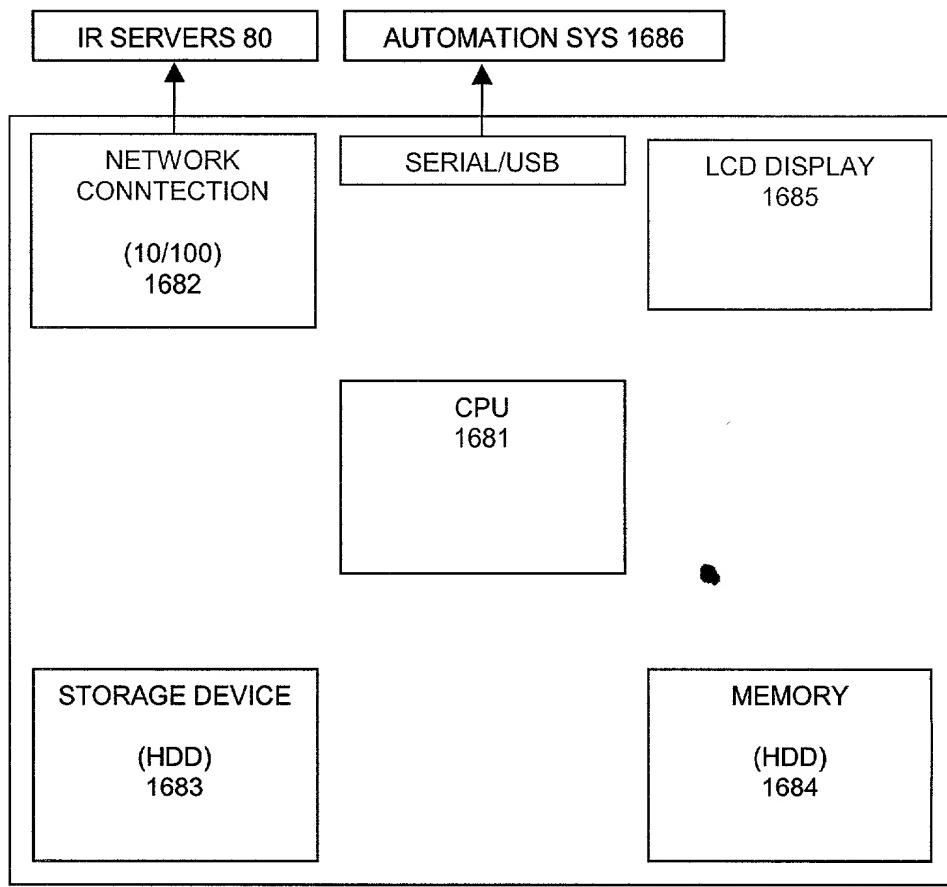


FIG. 15I



1680

FIG. 15J

1690

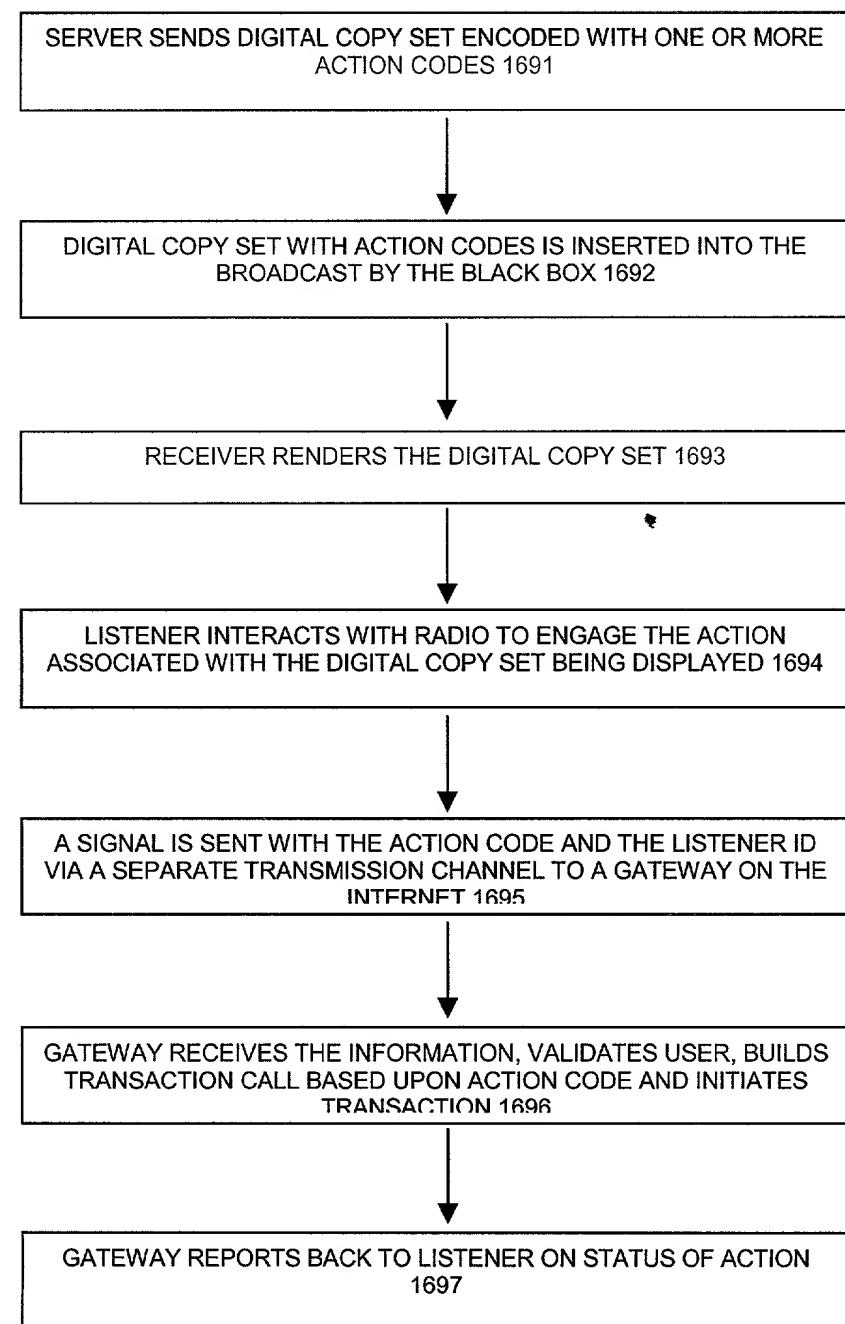


FIG. 16A

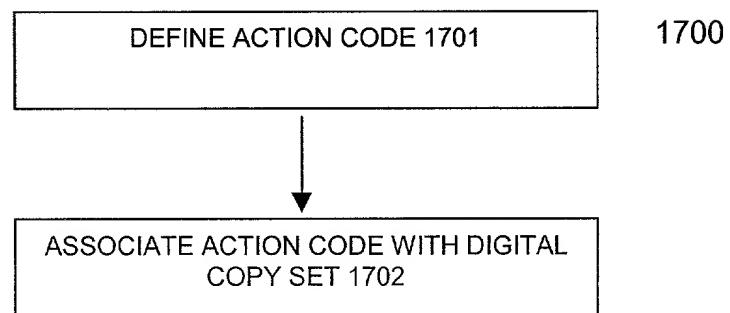


FIG. 16B

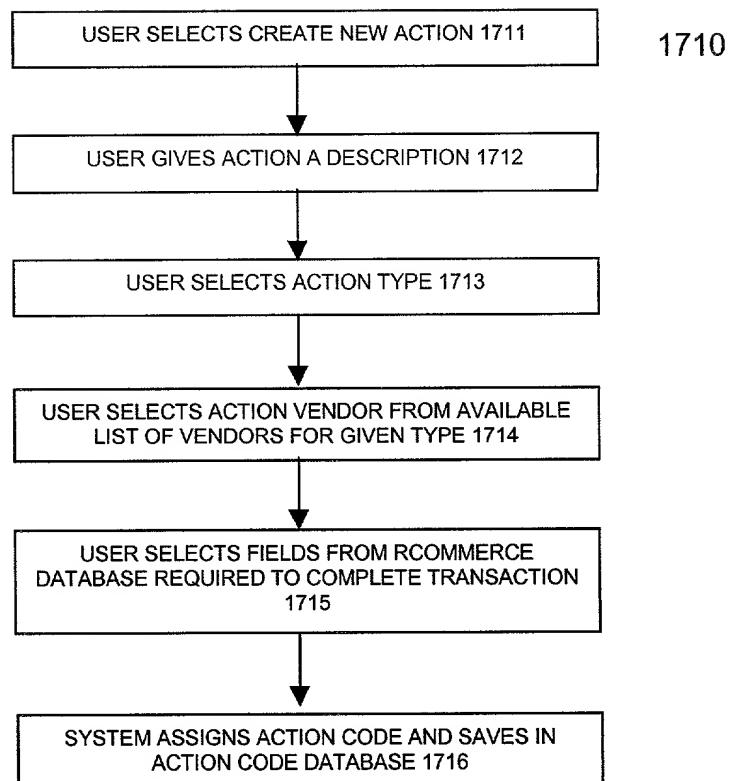


FIG. 16C

2017-04-26 10:56:50

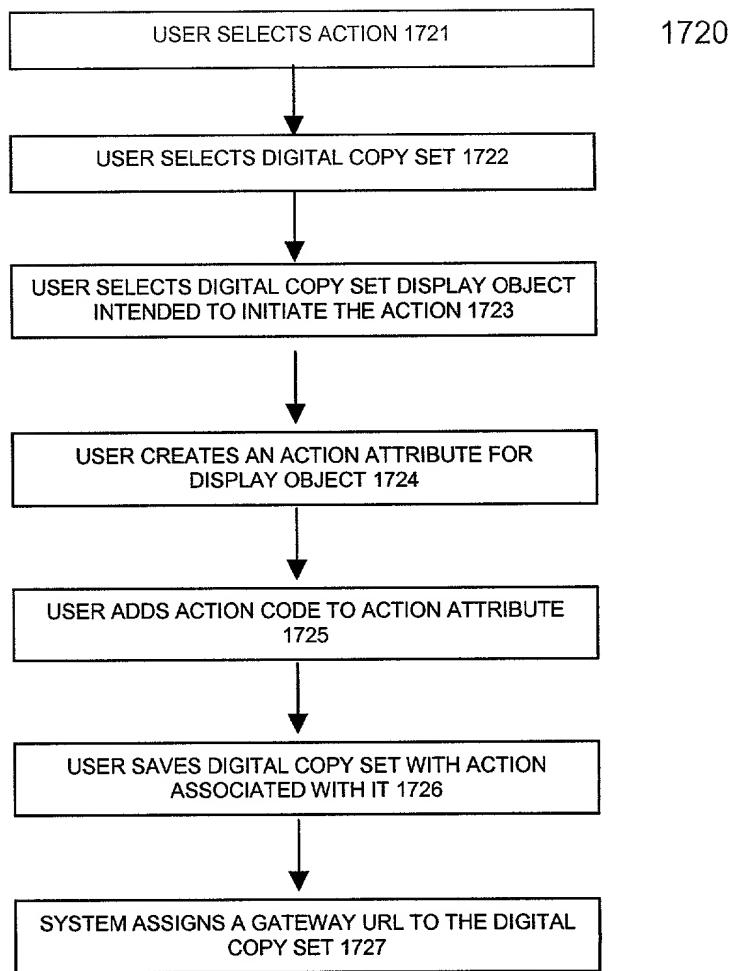


FIG. 16D

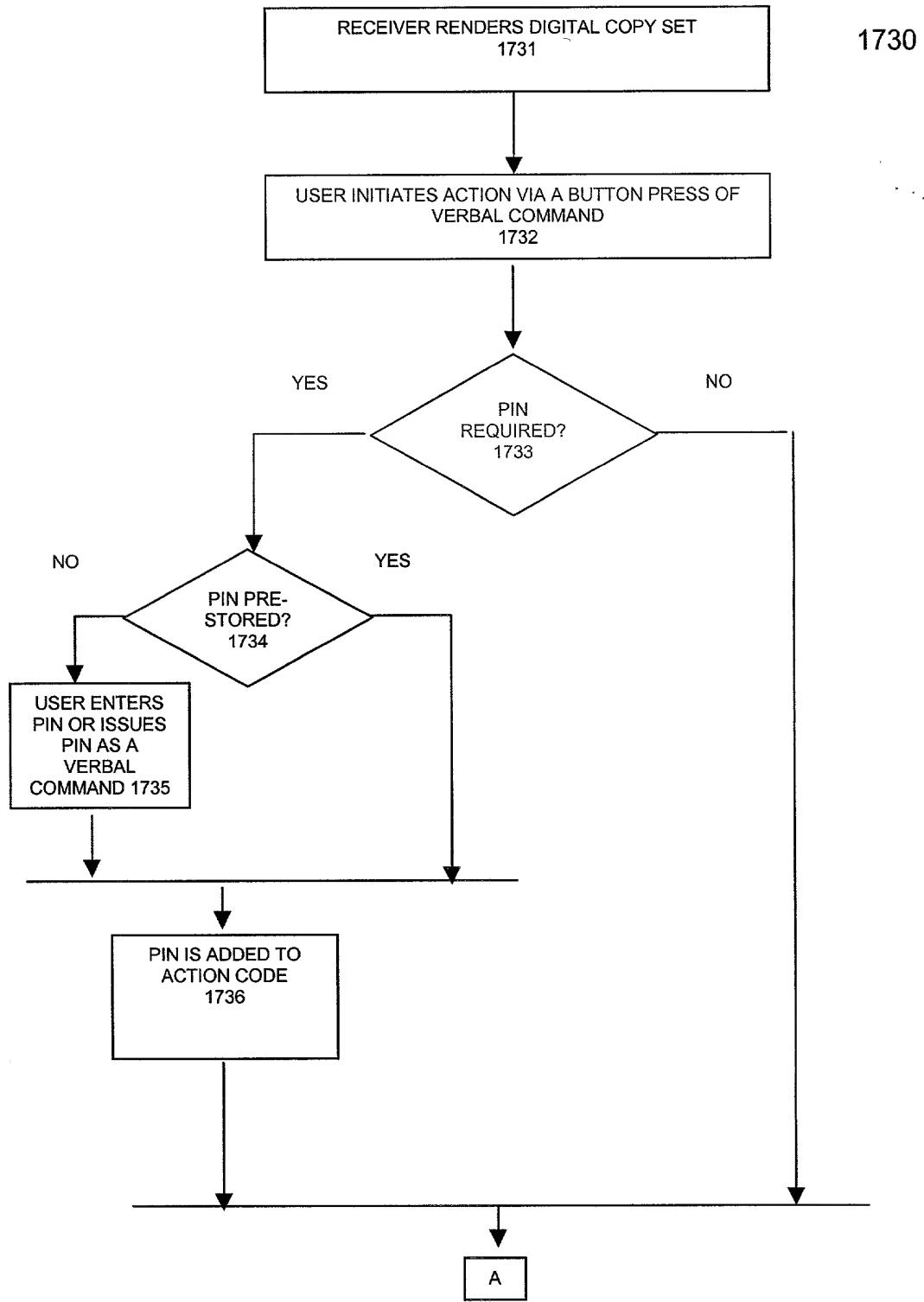


FIG. 16E

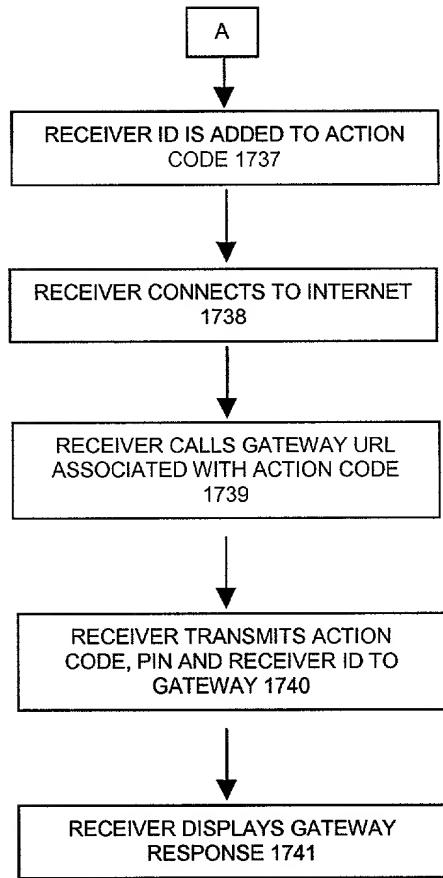


FIG. 16E1

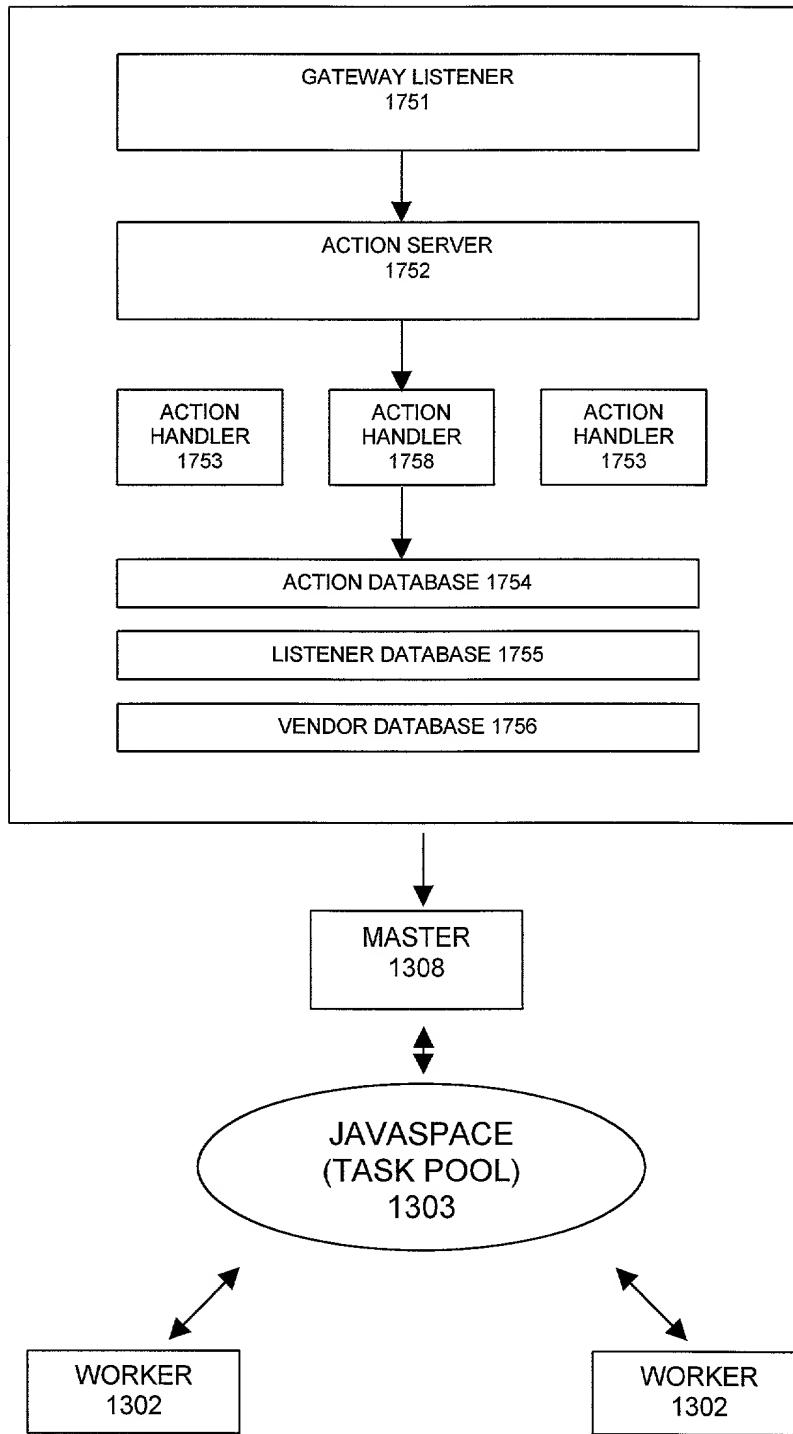


FIG. 16F

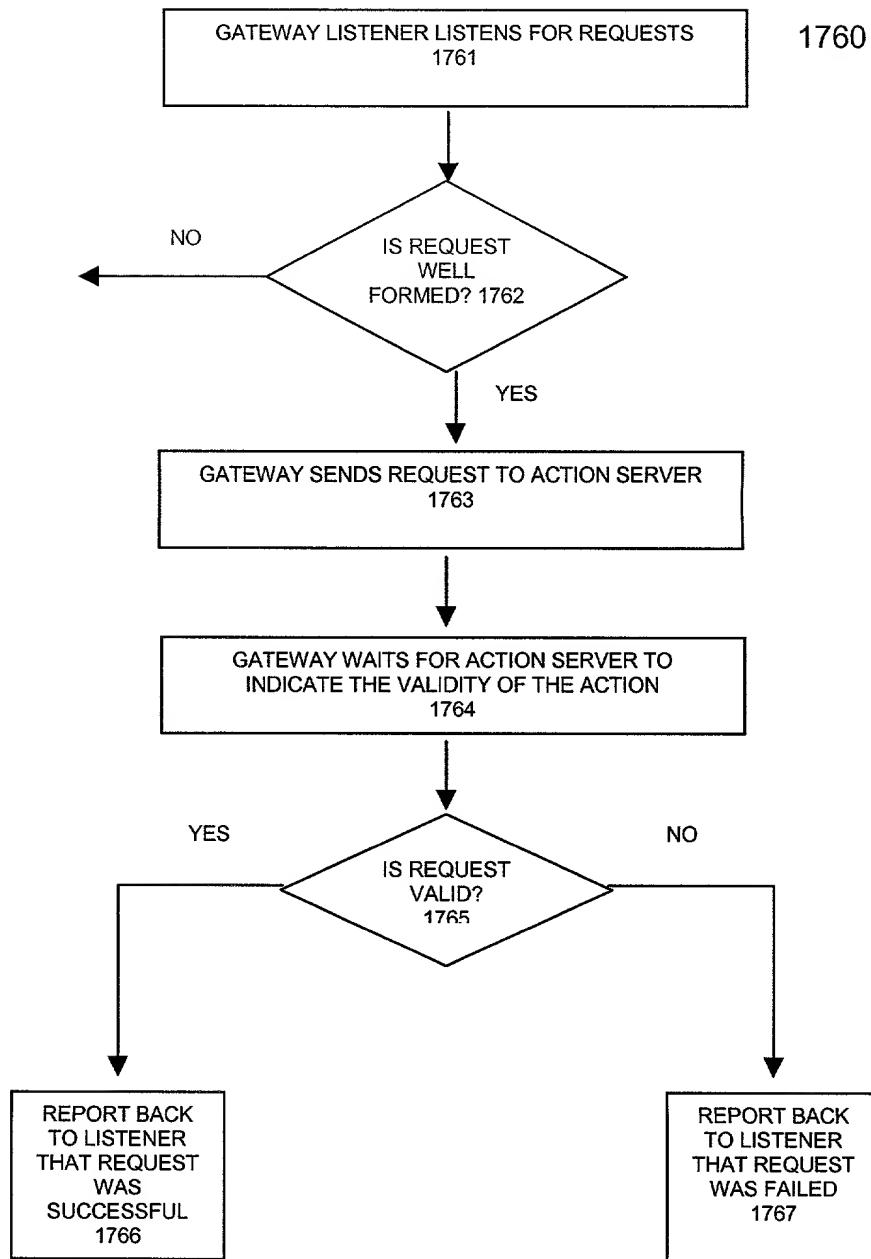


FIG. 16G

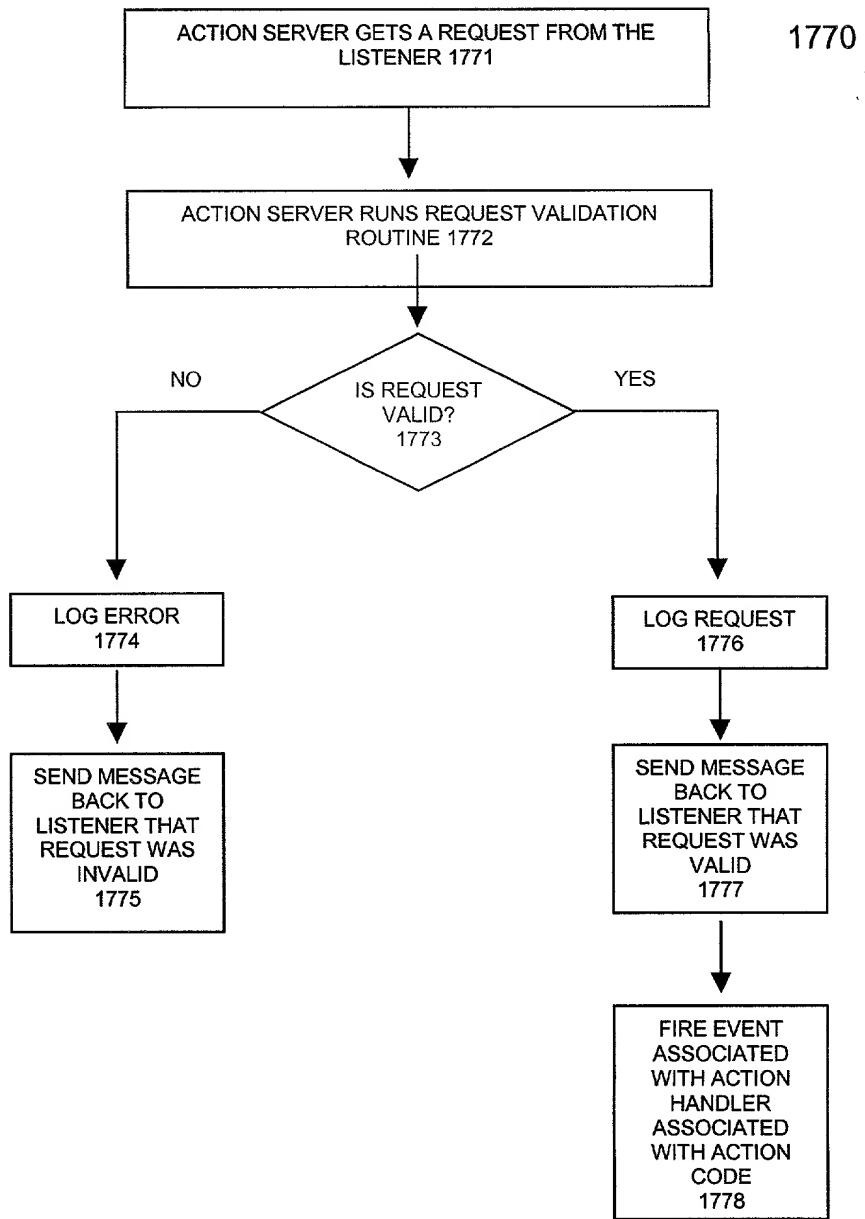


FIG. 16H

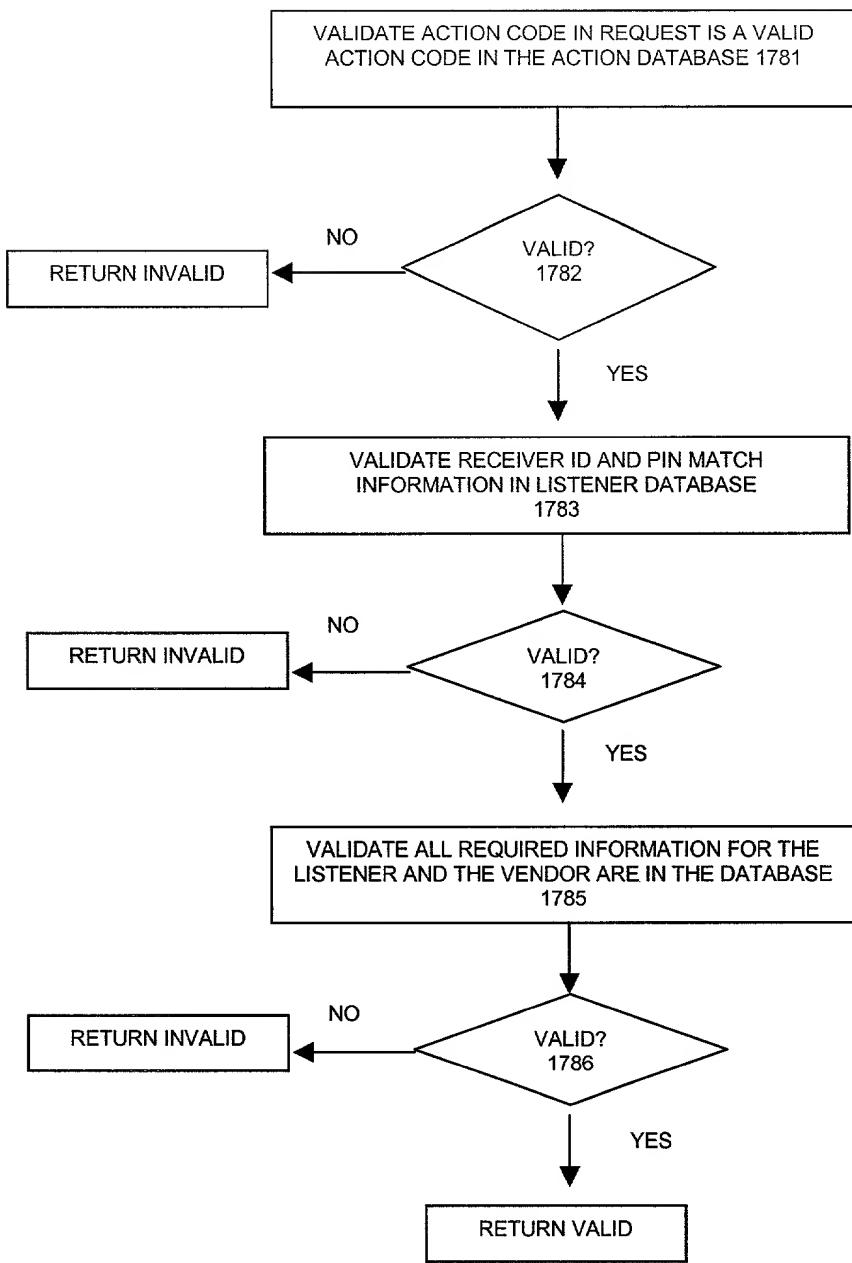


FIG. 16I

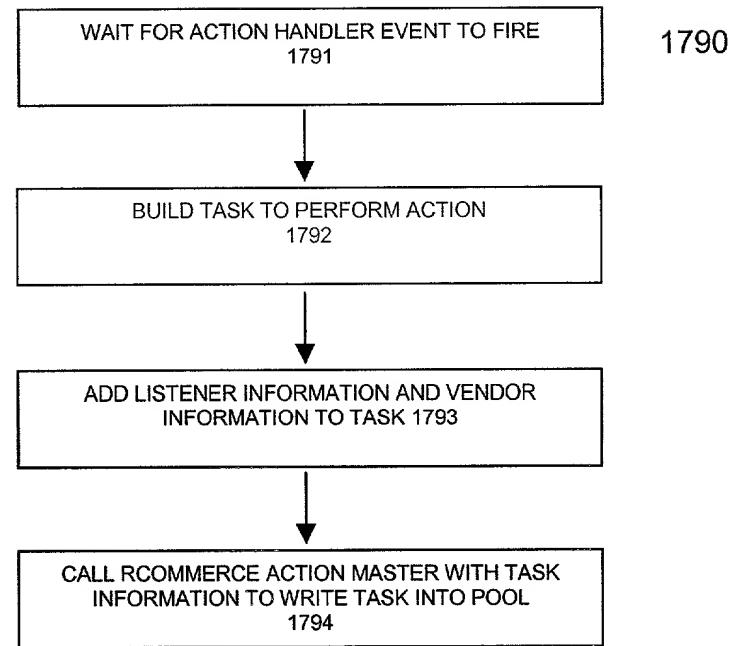


FIG. 16J

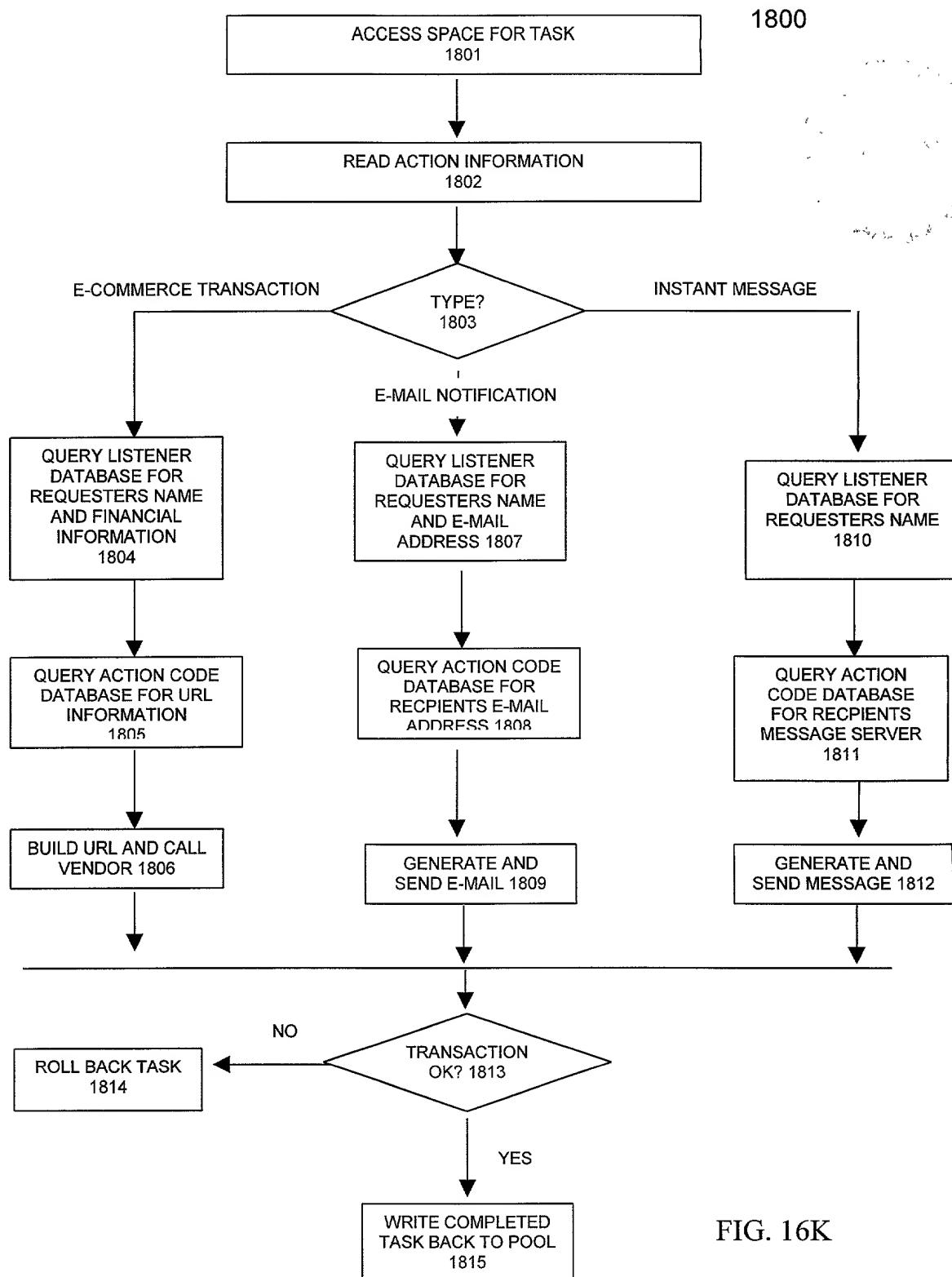


FIG. 16K

1820

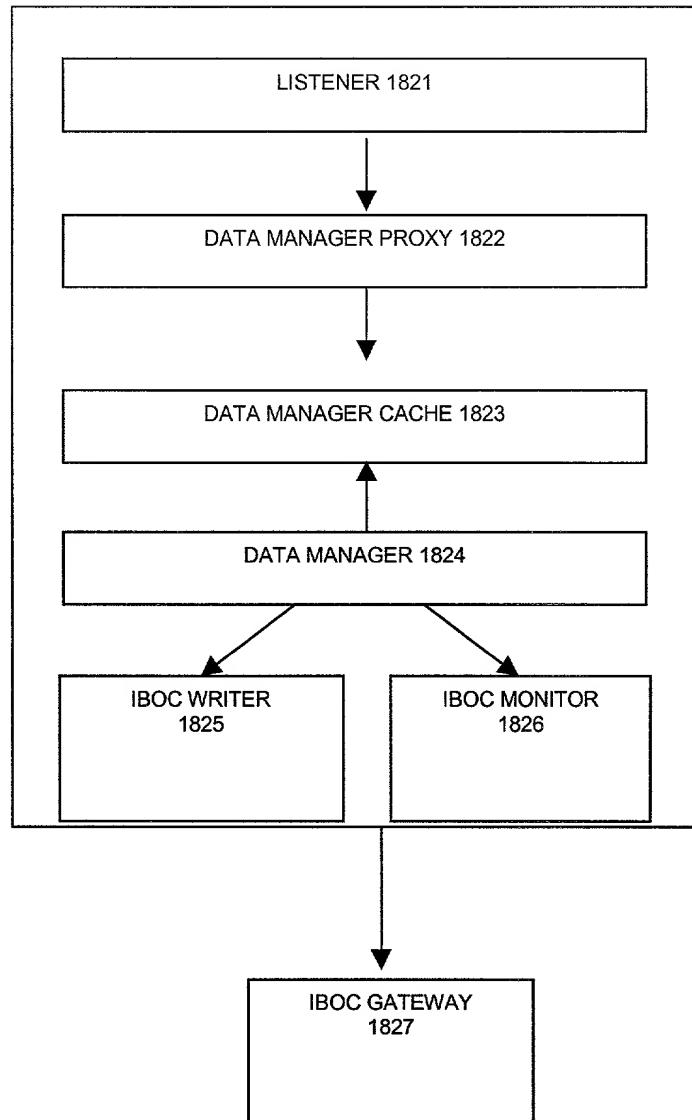
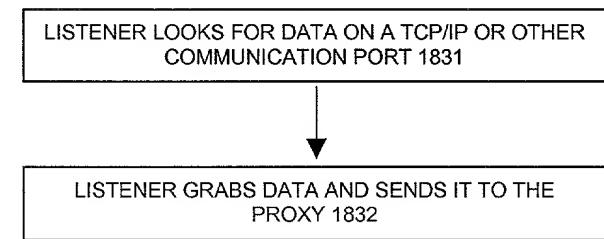


FIG. 17A



1830

FIG. 17B

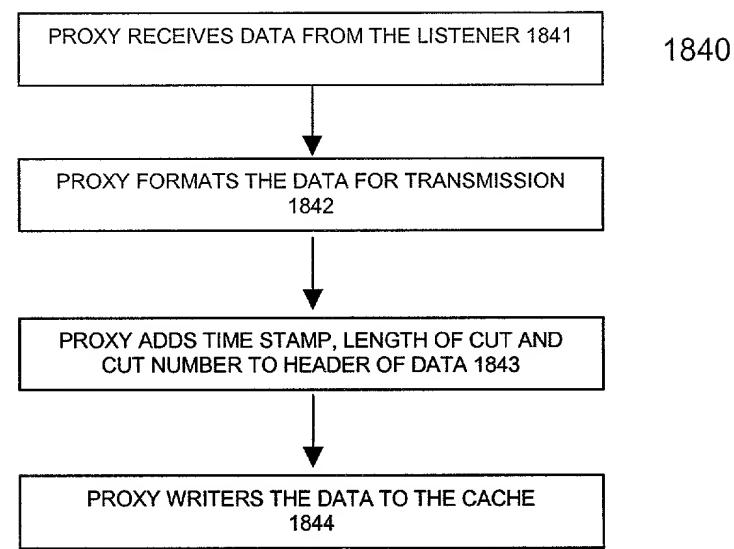


FIG. 17C

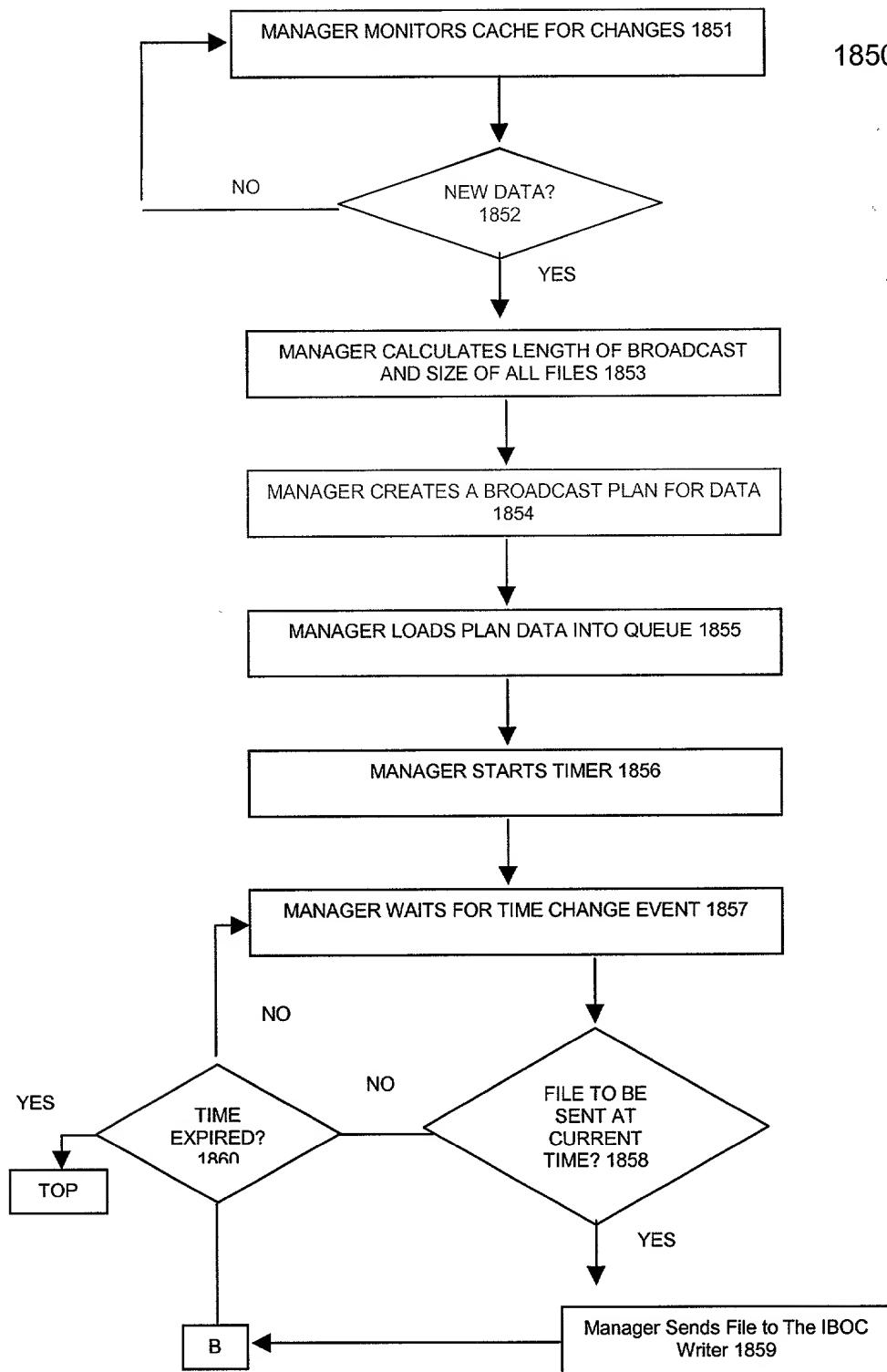


FIG. 17D

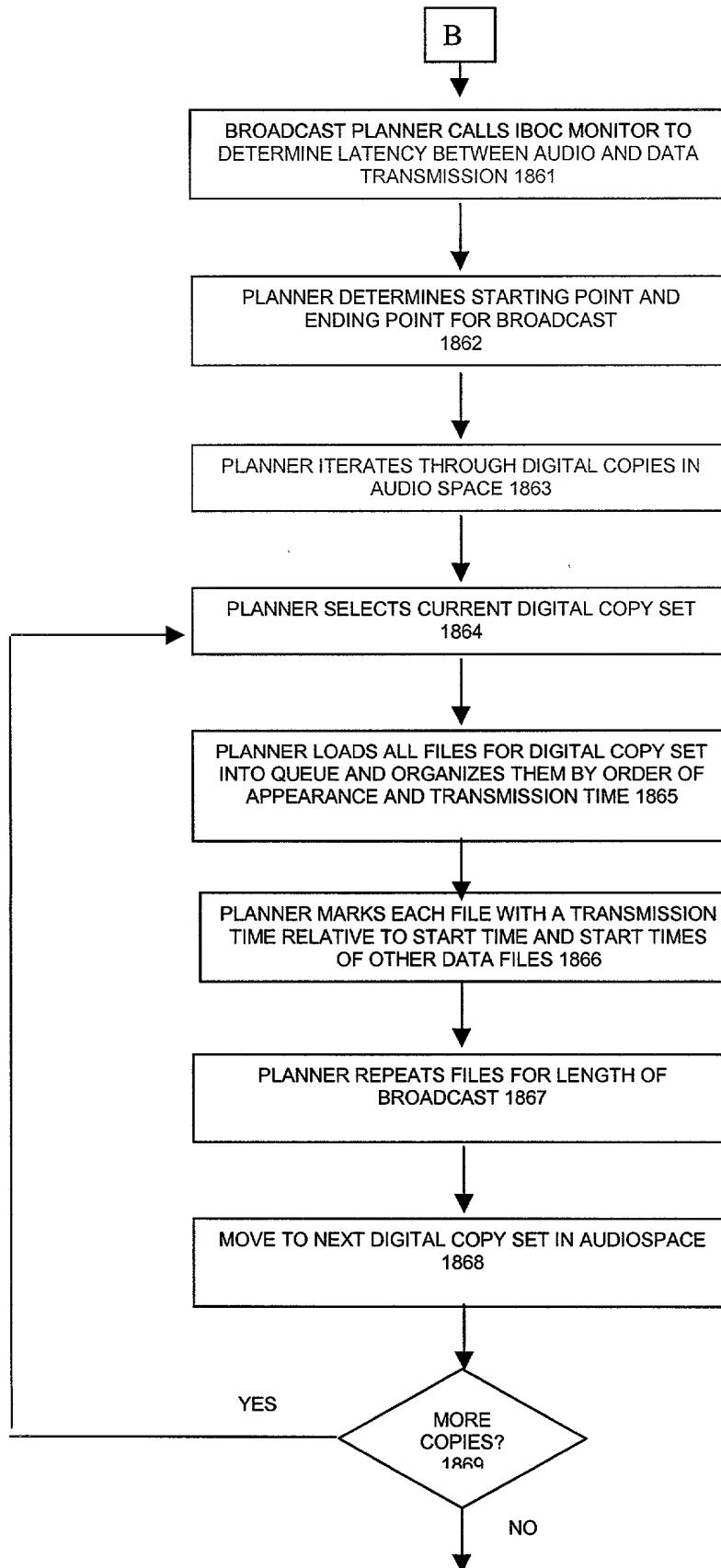


FIG. 17E

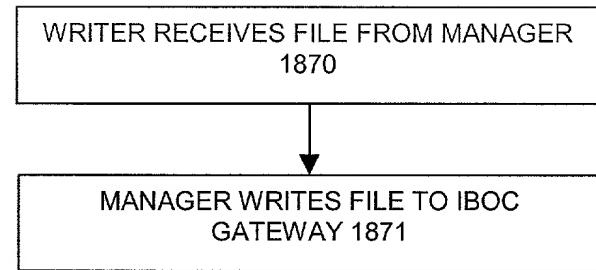


FIG. 17F

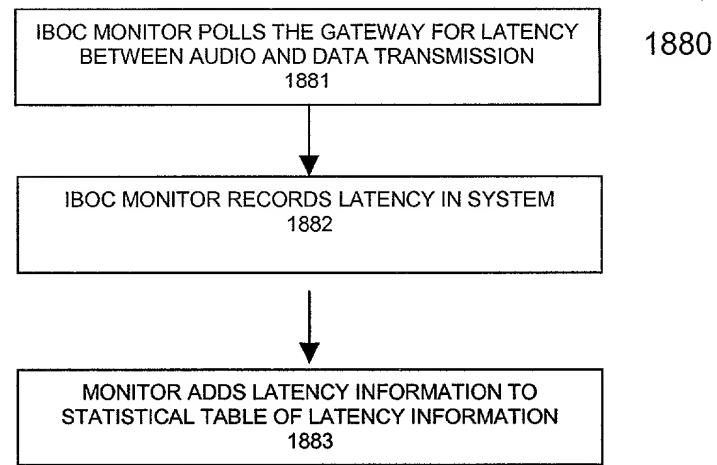


FIG. 17G

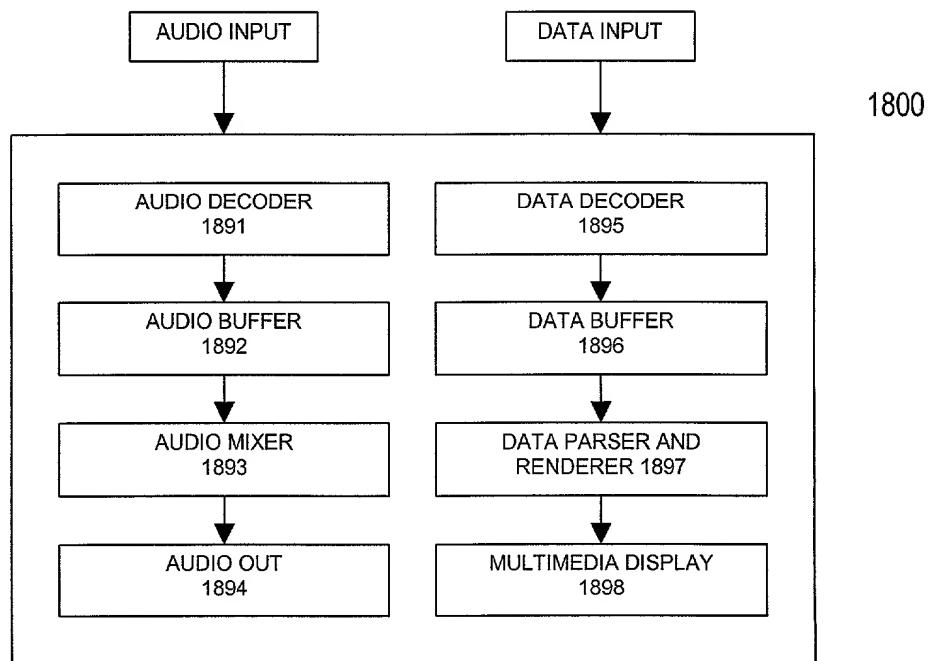


FIG. 18A

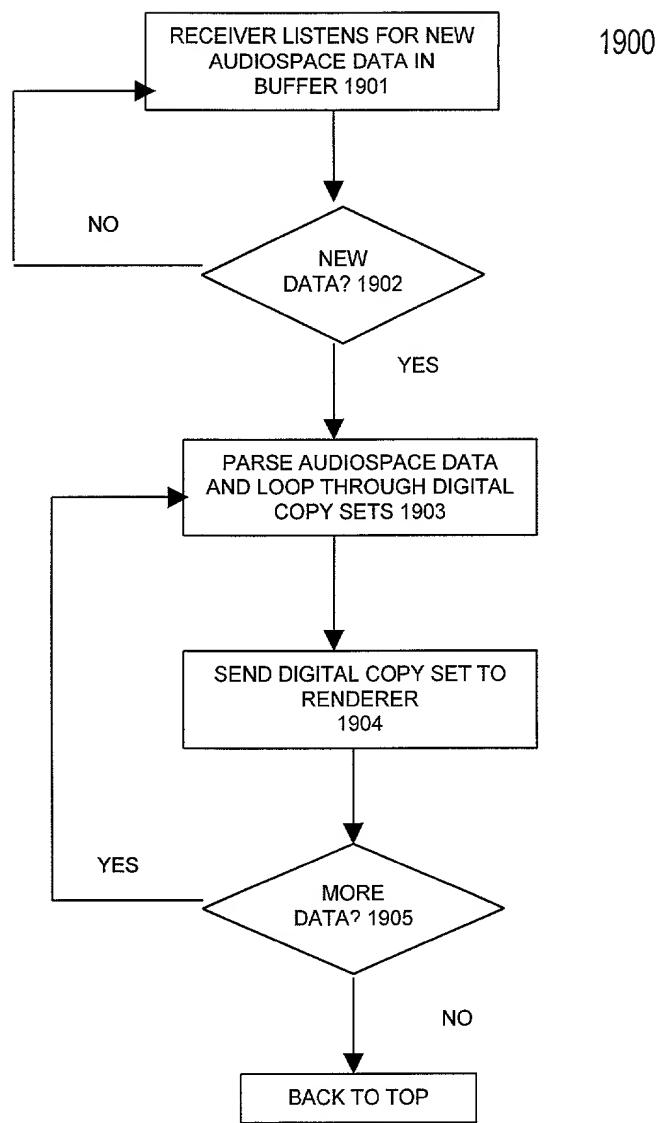


FIG. 18B

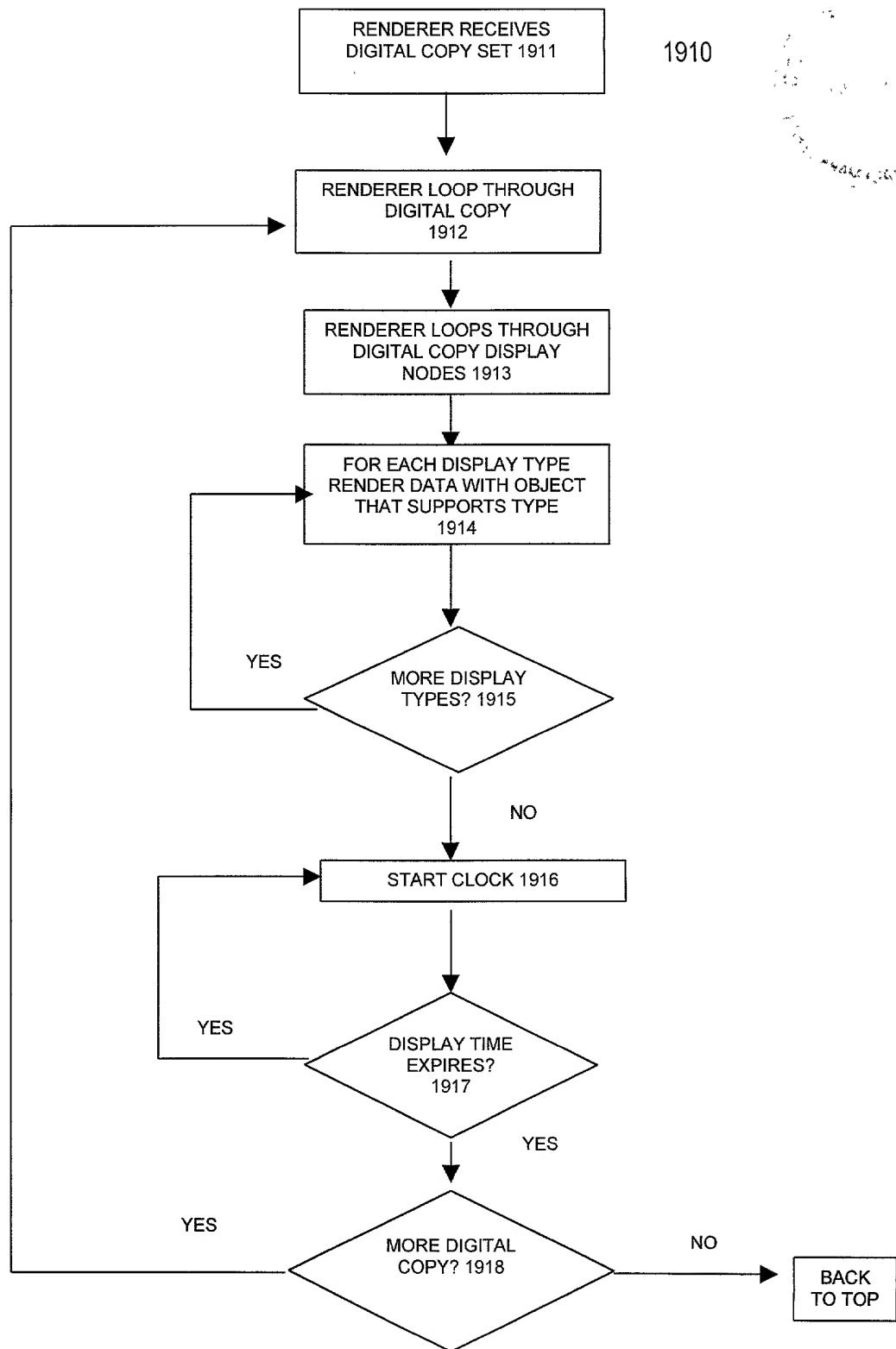


FIG. 18C

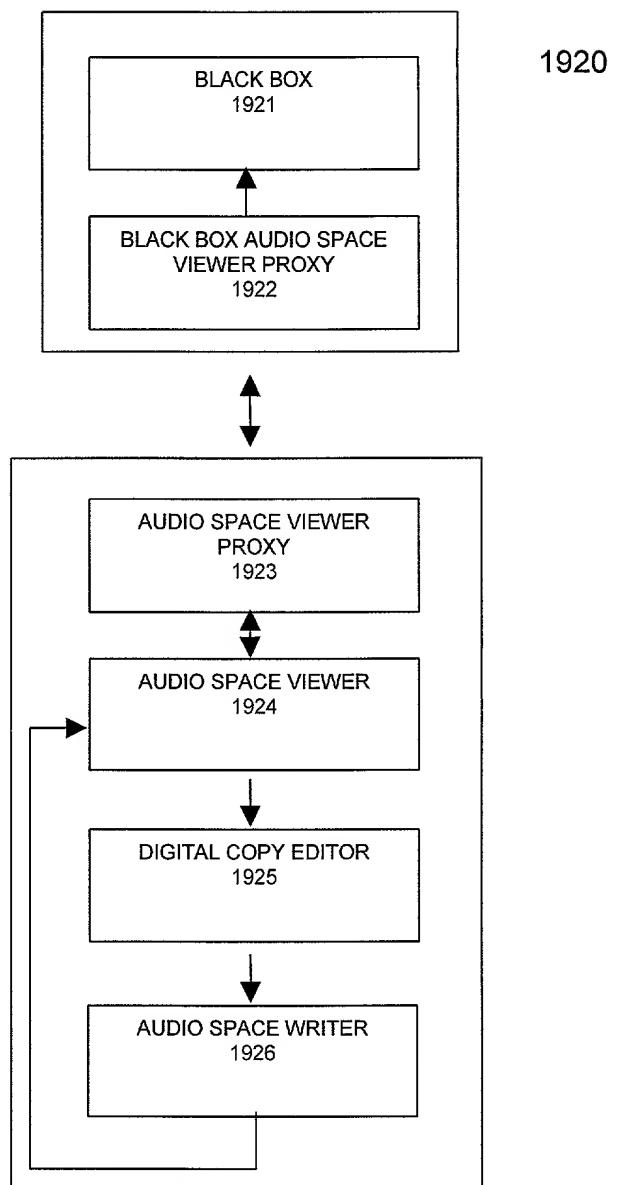


FIG. 19A

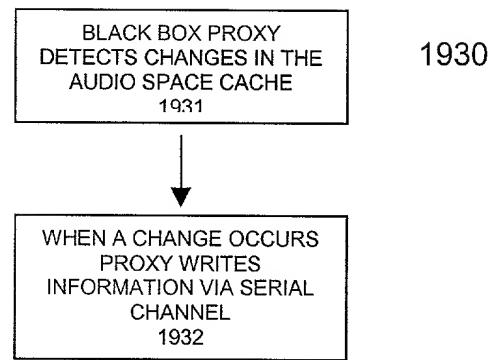


FIG. 19B

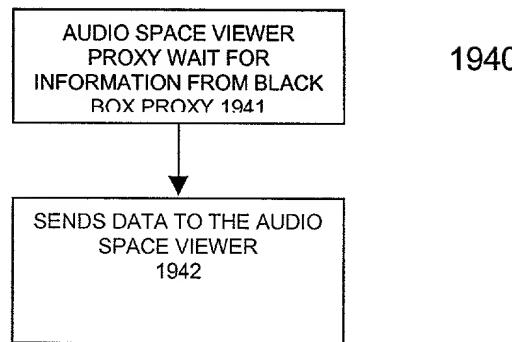


FIG. 19C

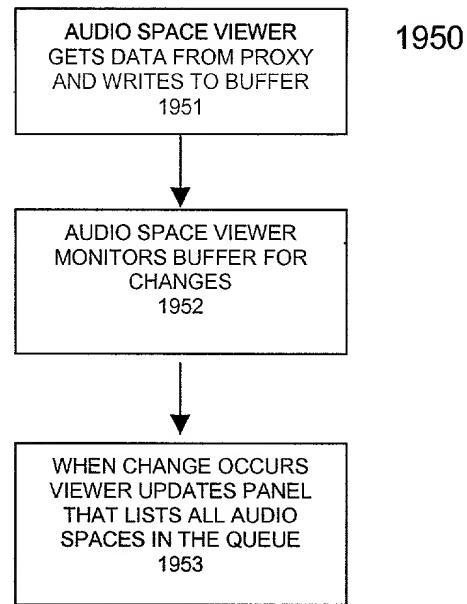


FIG. 19D

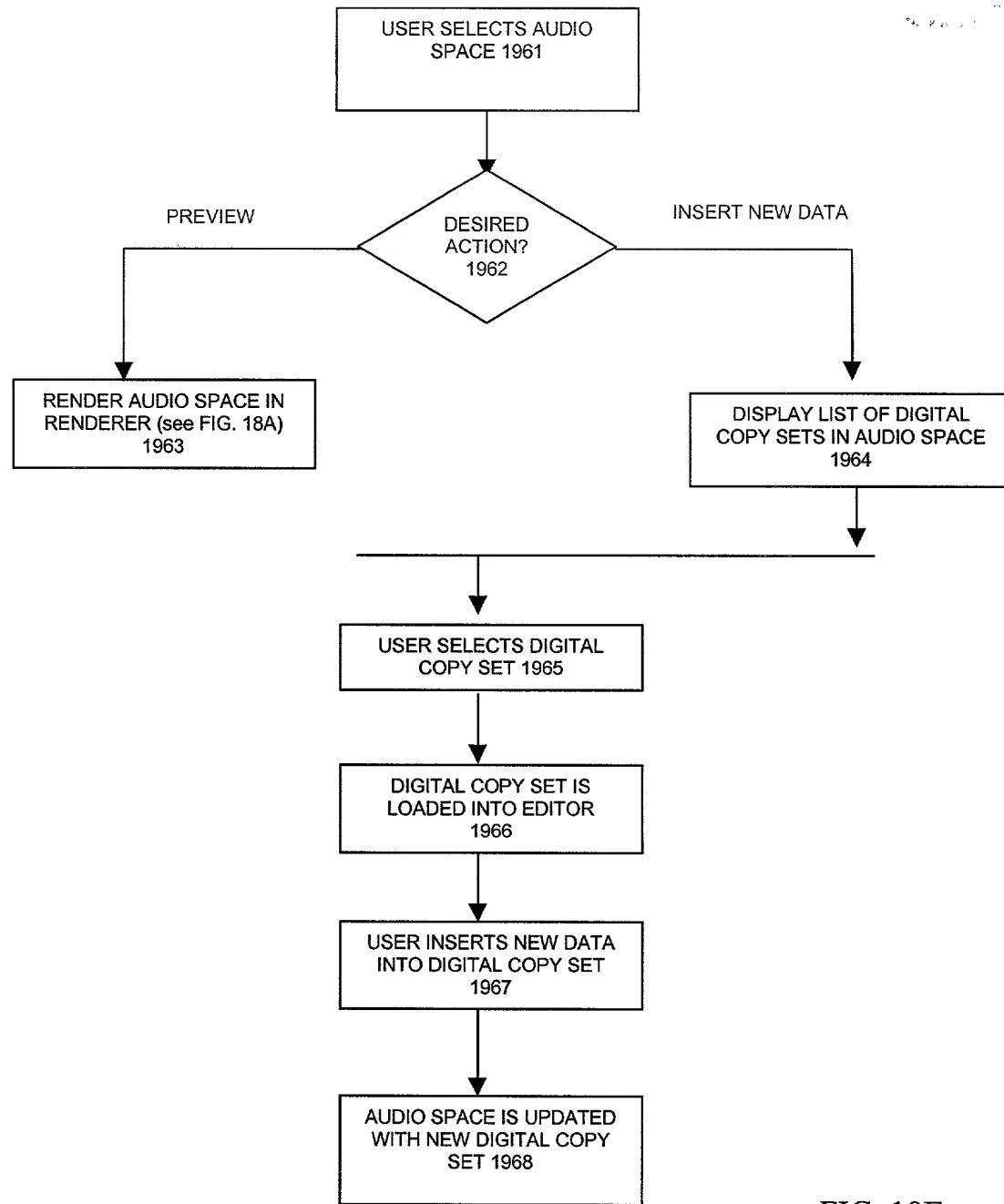


FIG. 19E

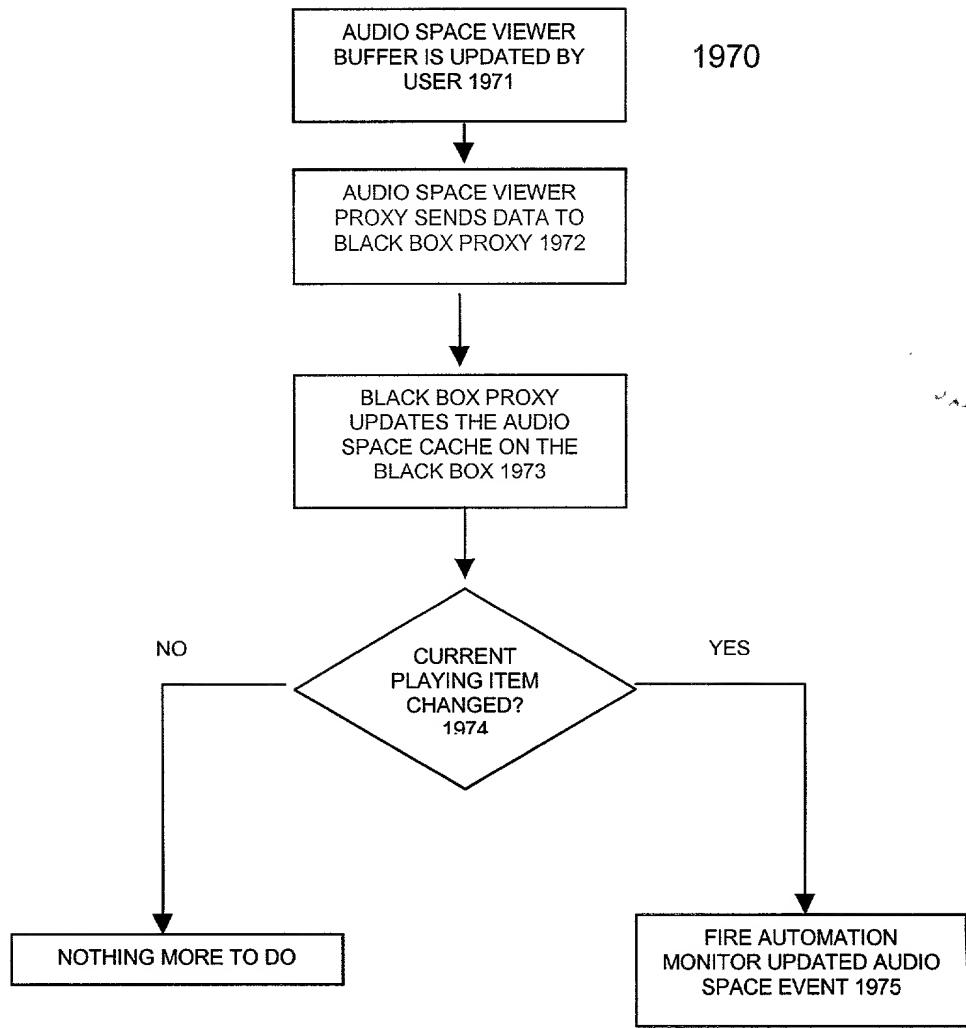


FIG. 19F

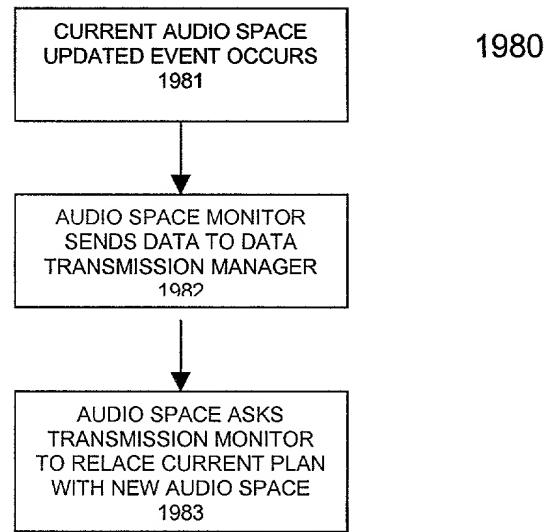


FIG. 19G

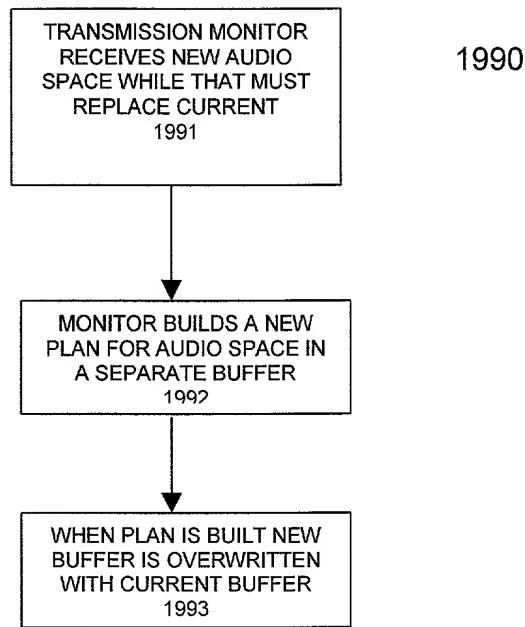


FIG. 19H

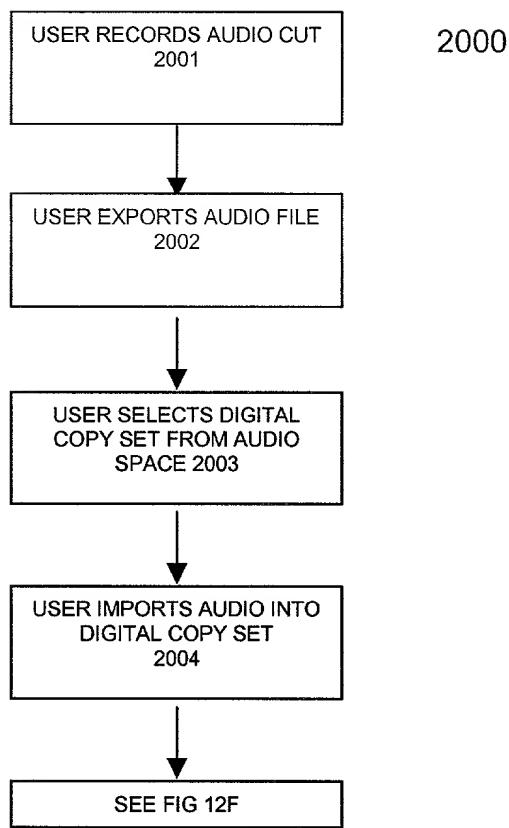


FIG. 19I

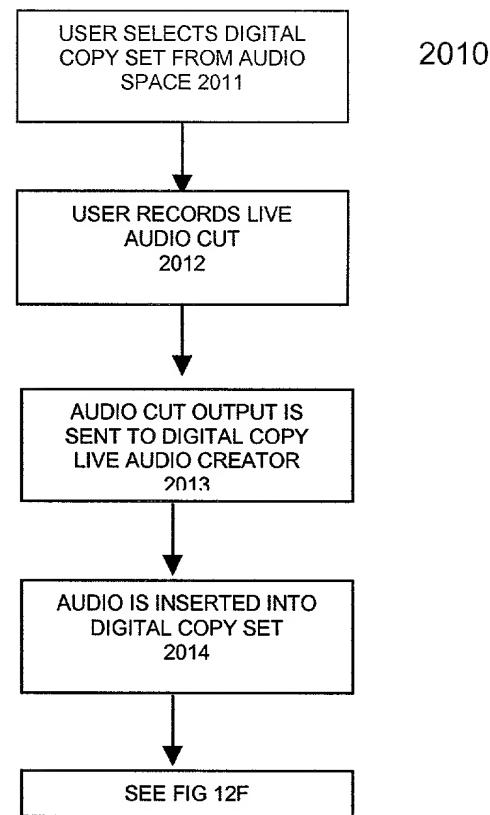


FIG. 19J

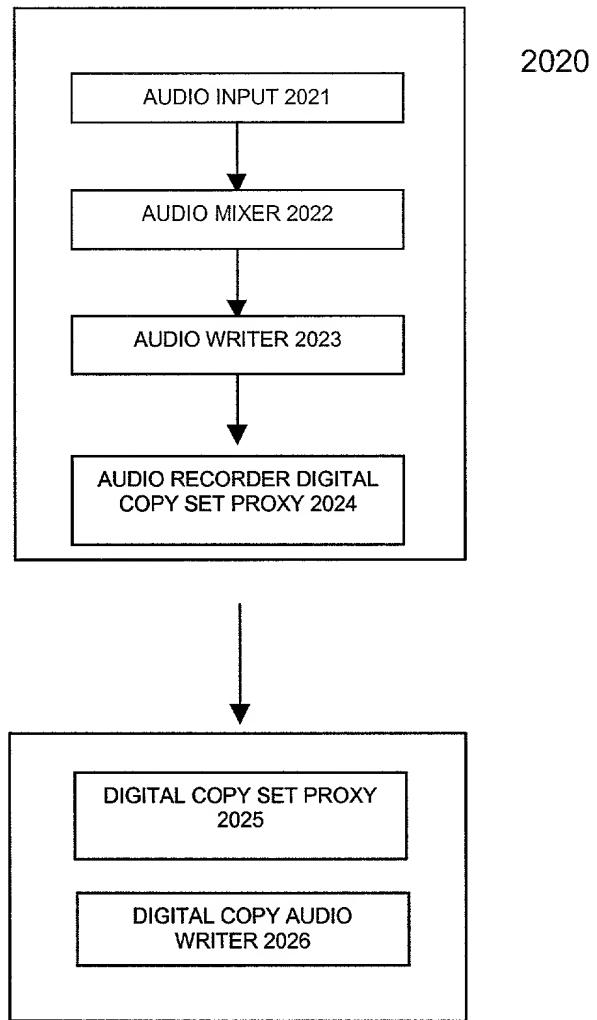


FIG. 19K

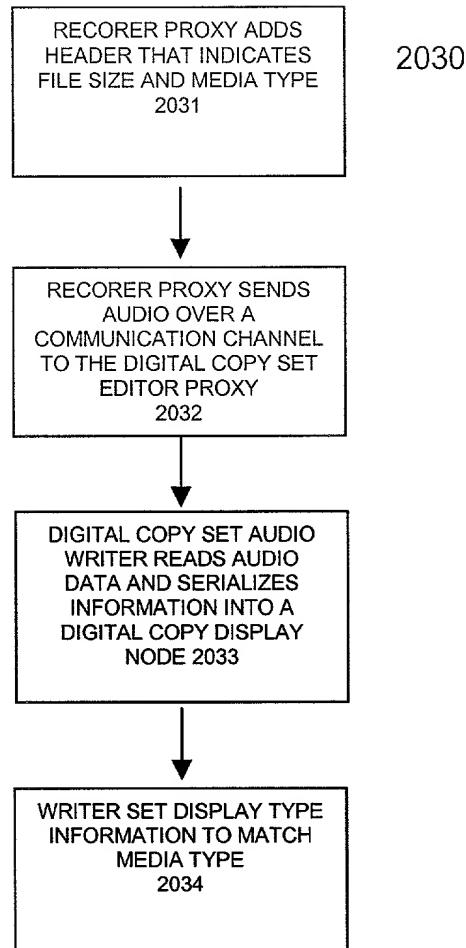


FIG. 19L

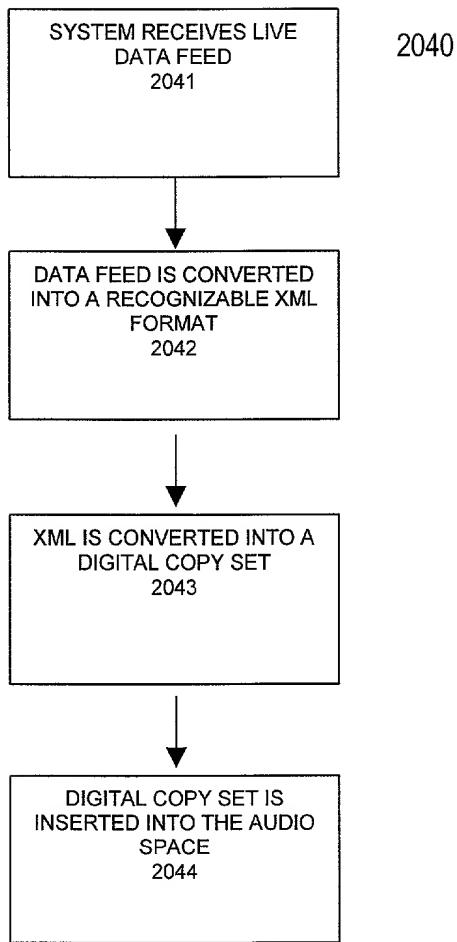


FIG. 19M

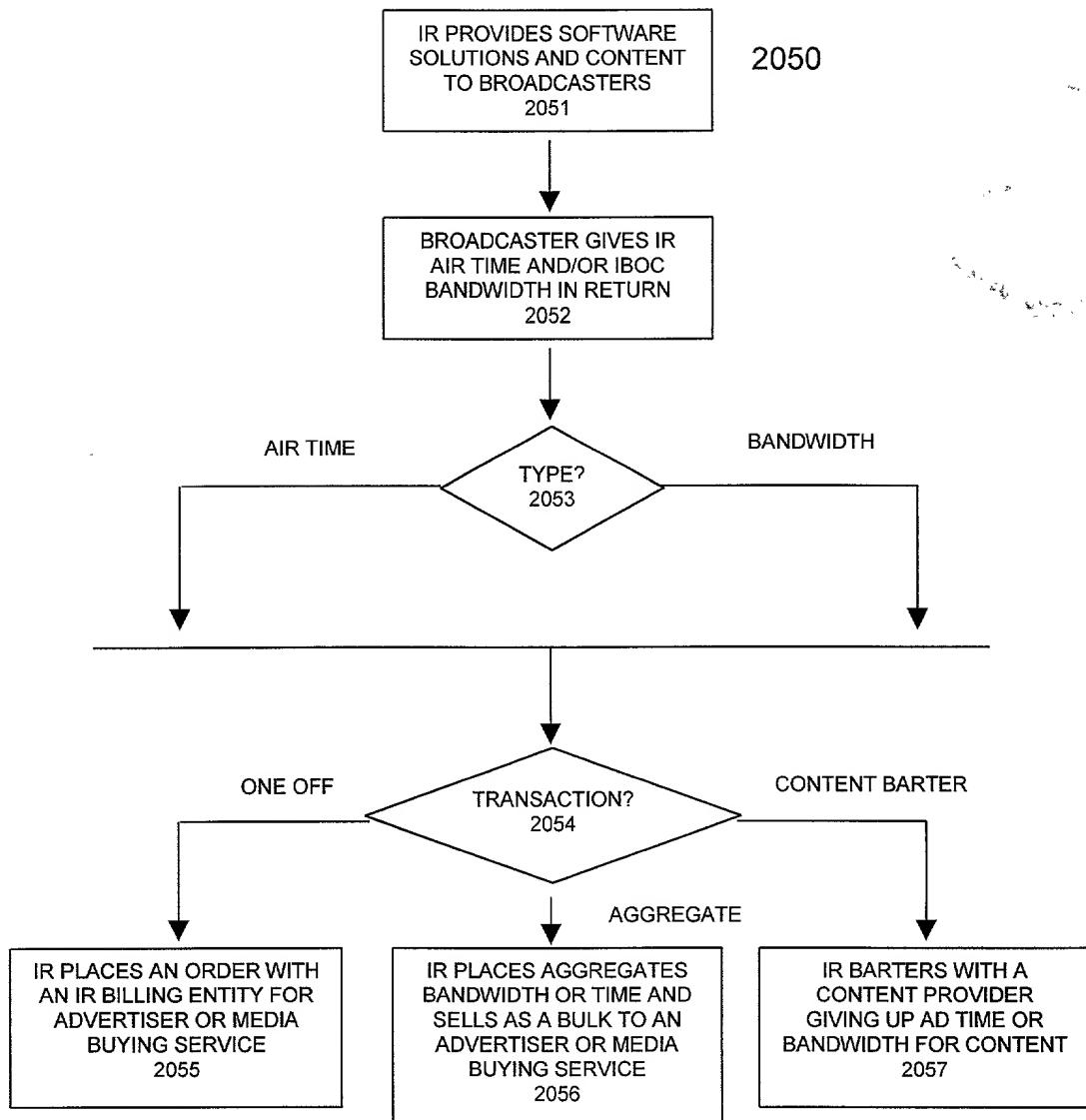


FIG. 20